

Attorney Docket No. 5098

PATENT



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Inventor(s): John S. HENDRICKS, et al. Group Art Unit: 2611  
Serial No.: 08/912,934 Examiner: Chris Grant  
Filed: August 15, 1997 Confirmation No. 5188  
Title: **AN OPERATIONS CENTER FOR A TELEVISION PROGRAM  
PACKAGING AND DELIVERY SYSTEM**

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**Box ISSUE FEE**

Commissioner for Patents  
Washington, DC 20231


**LETTER TO DRAFTSPERSON**

Sir:

Subject to approval by the Examiner, and responsive to the requirements set forth in the Notice of Allowability dated October 22, 2002, and the Notice of Draftsperson's Patent Drawing Review (attachment to Paper No. 15), dated October 21, 2002, submitted herewith are eighty-six (86) sheets of formal drawings (Figures 1-37b).

Respectfully Submitted,

Dated: January 17, 2003

  
John K. Harrop, Reg. No. 41,817  
**DORSEY & WHITNEY LLP**  
1001 Pennsylvania Avenue, N.W.  
Suite 400 South  
Washington, D.C. 20004  
Tel. (202) 442-3000  
Fax (202) 442-3199

Attachments: Formal Drawings (Figures 1-37b on 86 sheets)  
Copy of Notice of Draftsperson's Patent Drawing Review

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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
08/912,934	08/15/1997	JOHN S. HENDRICKS	5098	5188

TITLE OF INVENTION: OPERATIONS CENTER FOR A TELEVISION PROGRAM PACKAGING AND DELIVERY SYSTEM

APPLN. TYPE	SMALL ENTITY	ISSUE FEE	PUBLICATION FEE	TOTAL FEE(S) DUE	DATE DUE
nonprovisional	NO	\$1280	\$0	\$1280	01/22/2003

EXAMINER	ART UNIT	CLASS-SUBCLASS
GRANT, CHRISTOPHER C	2611	725-109000

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1. Whitney  
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(A) NAME OF ASSIGNEE

(B) RESIDENCE: (CITY and STATE OR COUNTRY)

Discovery Communications, Inc.

Bethesda, MD US

Please check the appropriate assignee category or categories (will not be printed on the patent) ☐ individual ☐ corporation or other private group entity ☐ government

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(Authorized Signature)

(Date)

*John S. Hendricks*

January 17, 2003

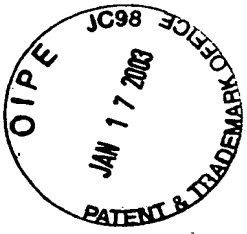
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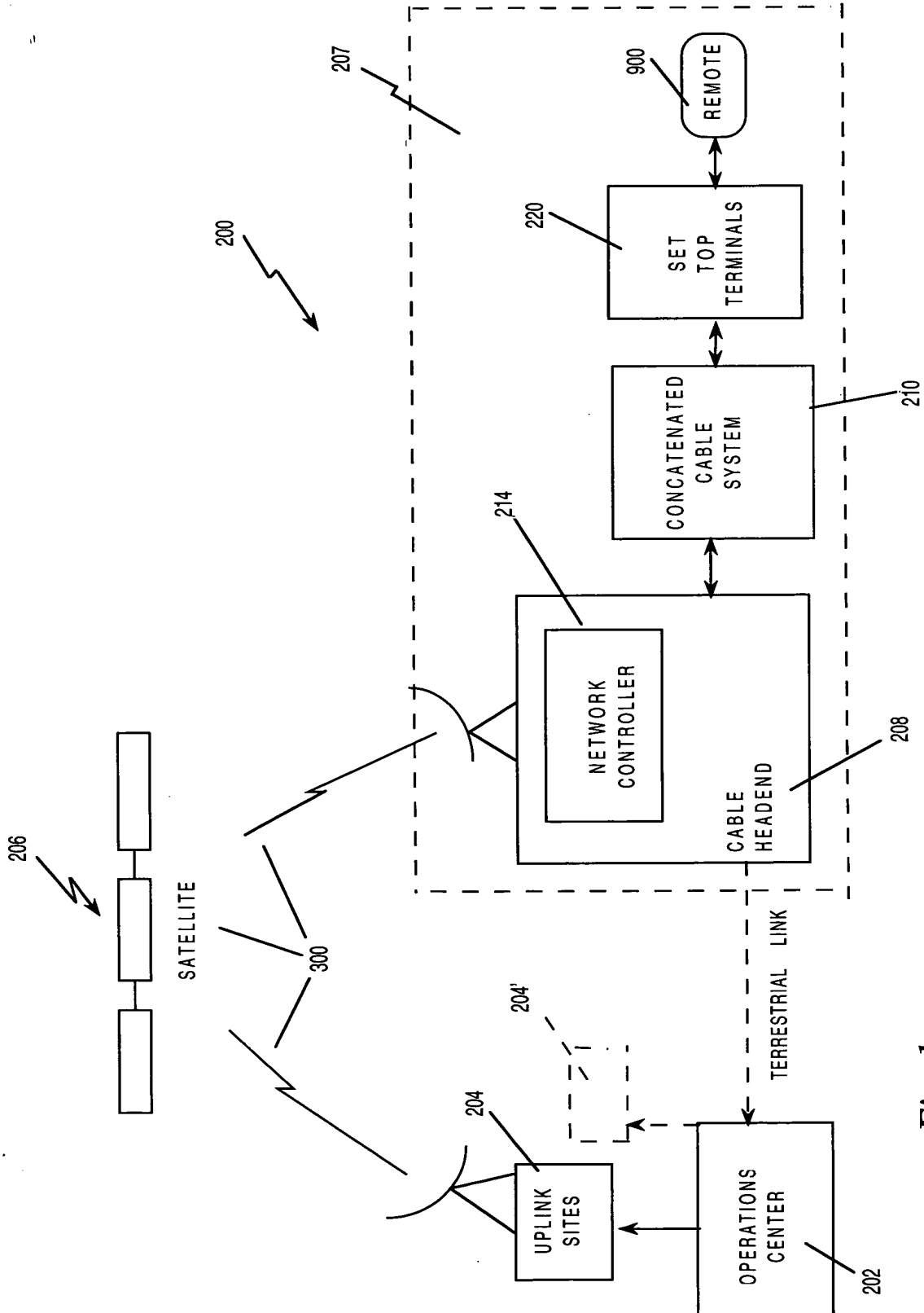
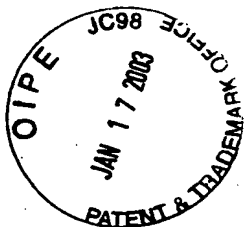
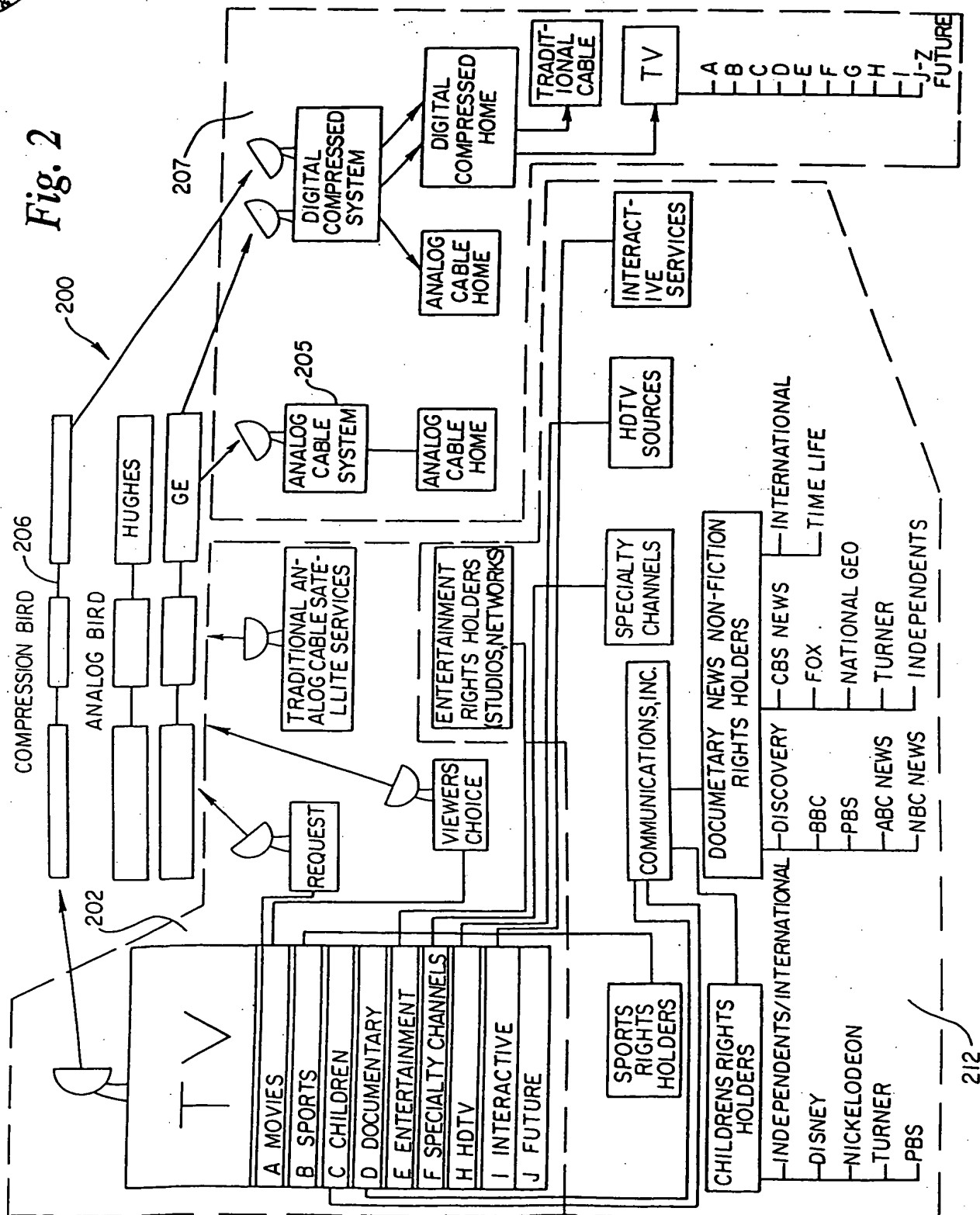
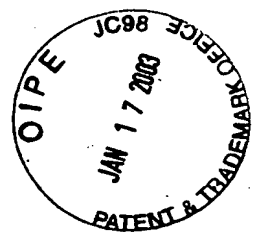


Fig. 1

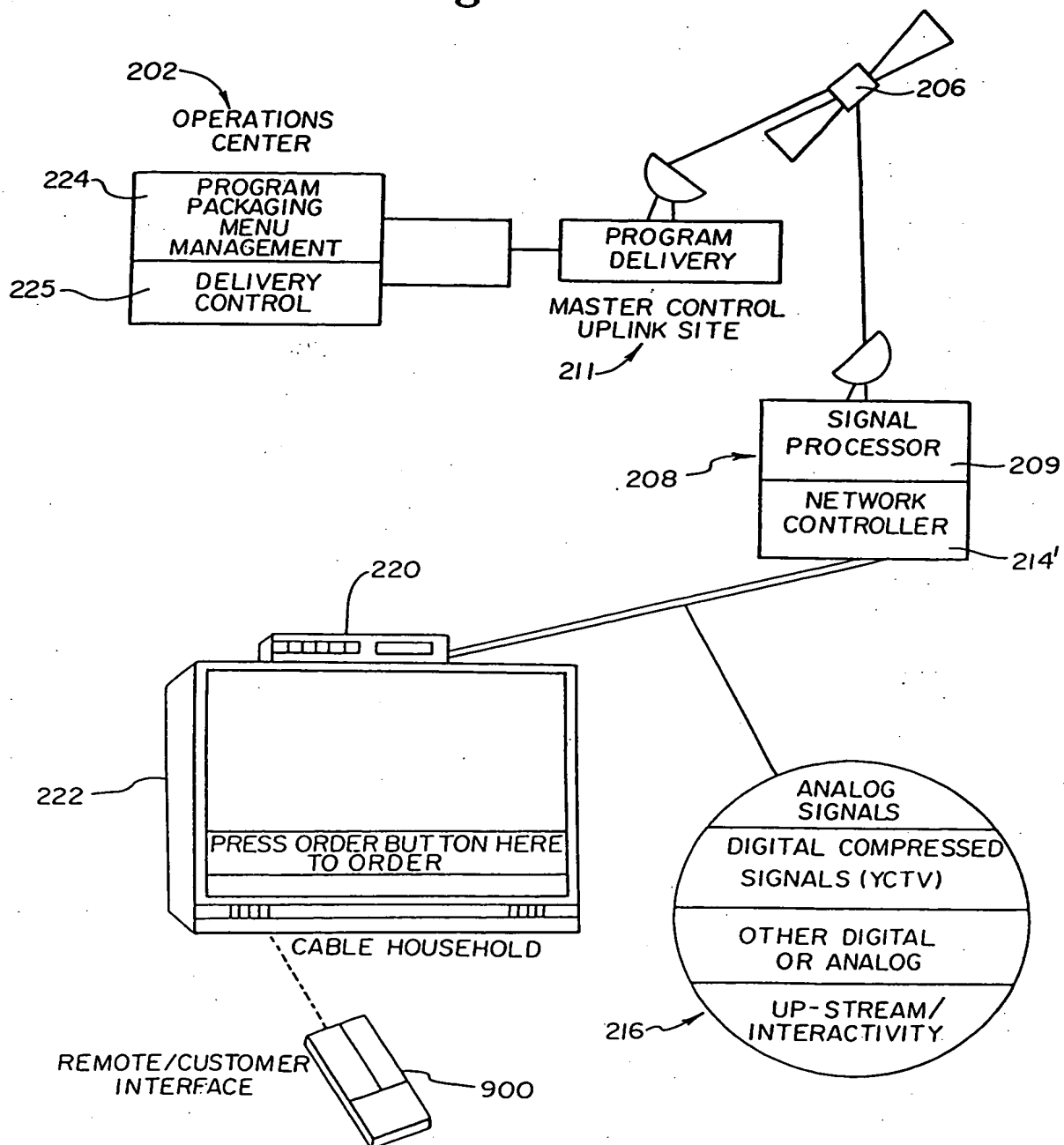


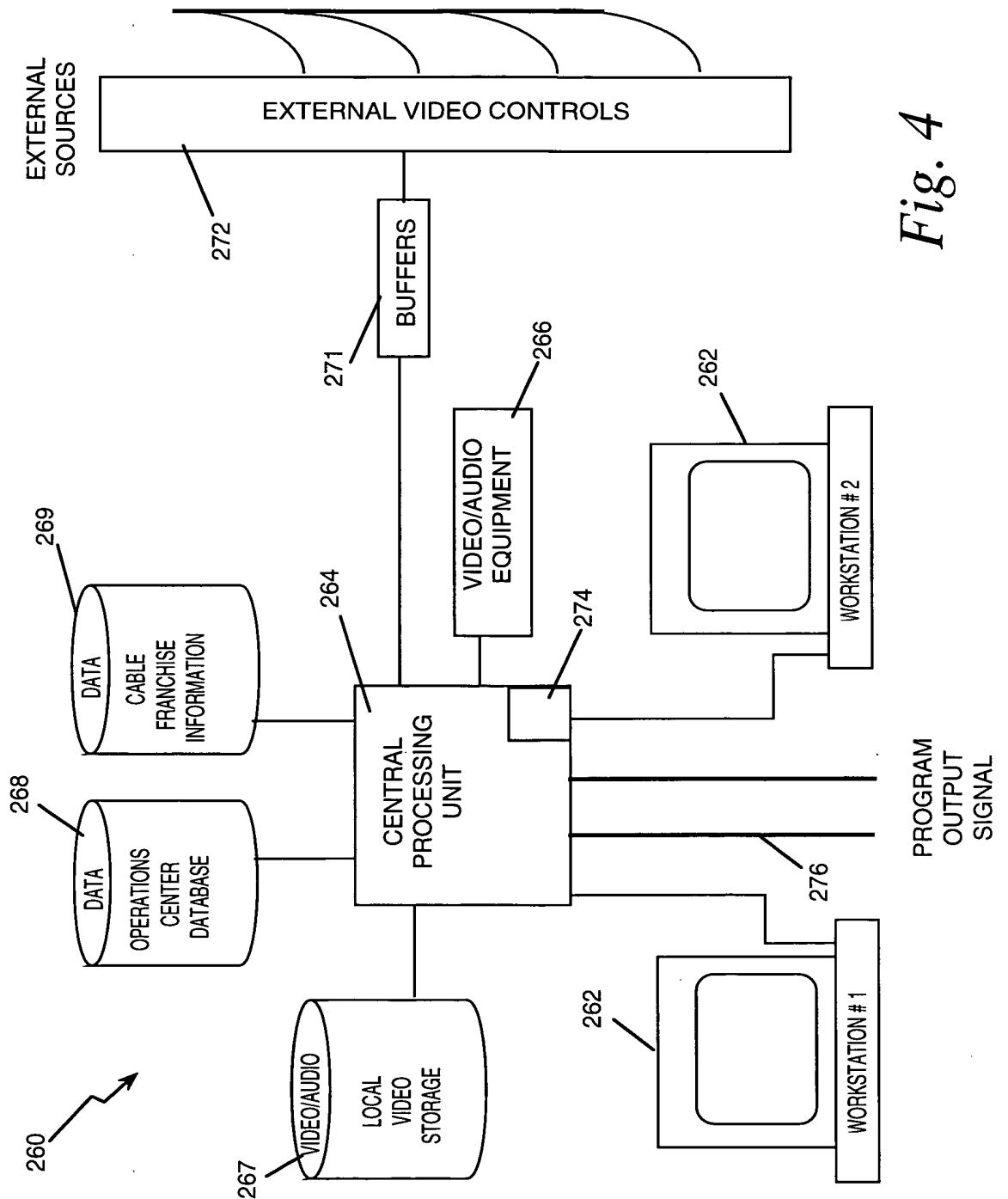
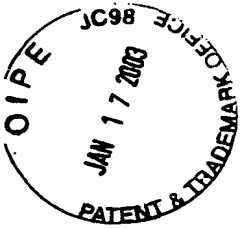
**Fig. 2**





*Fig. 3*





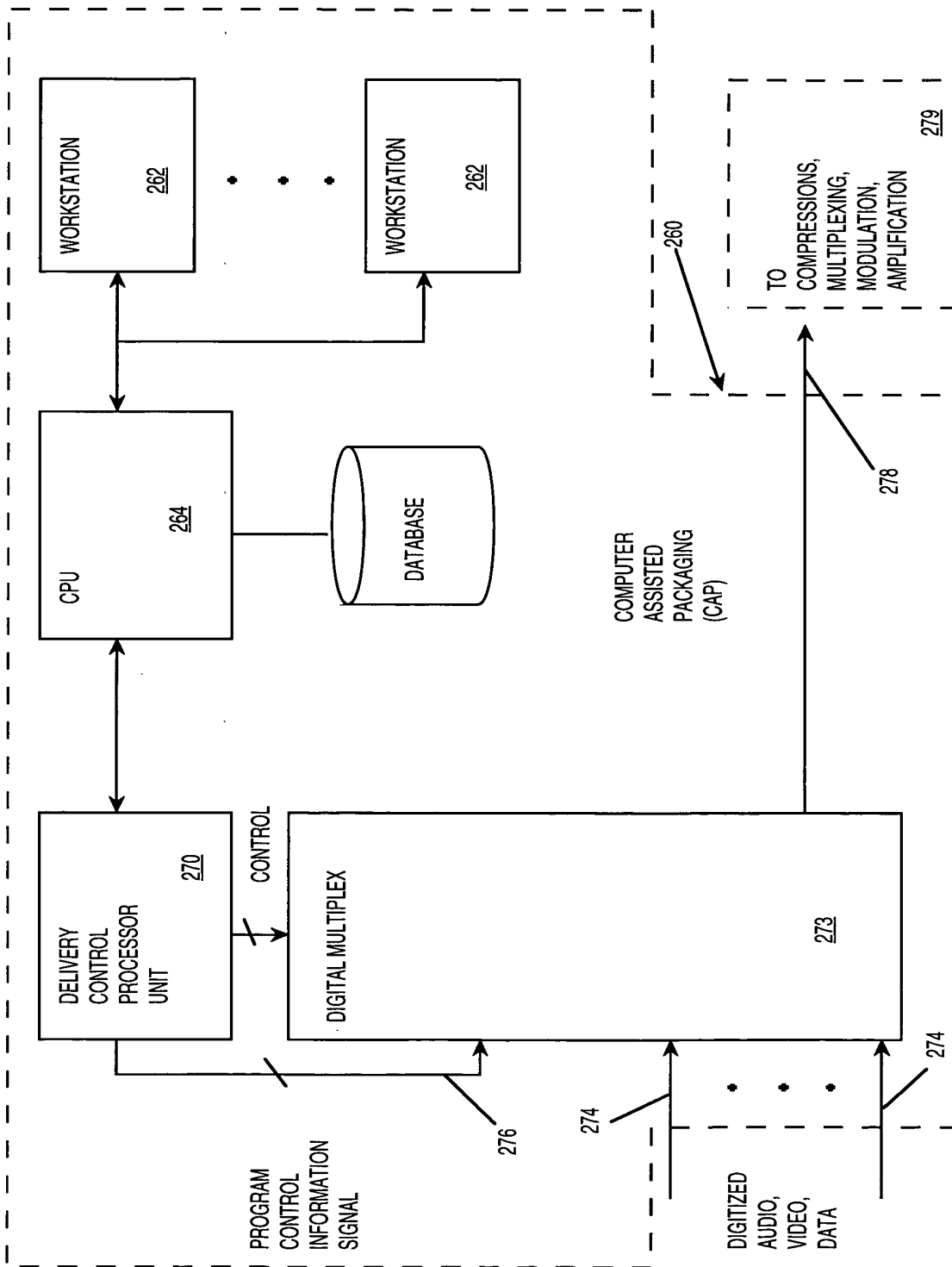
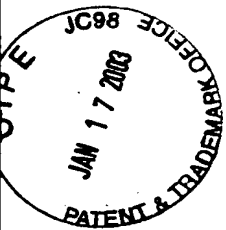


Fig. 5

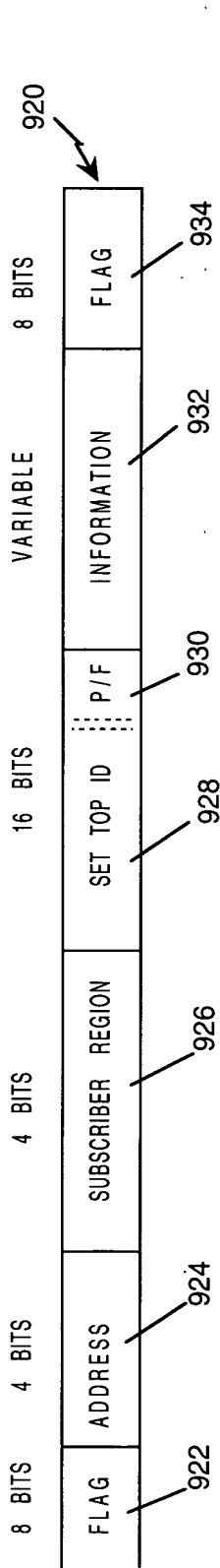
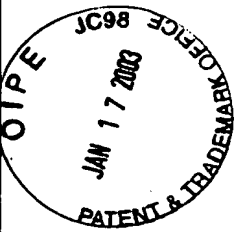


Fig. 6a

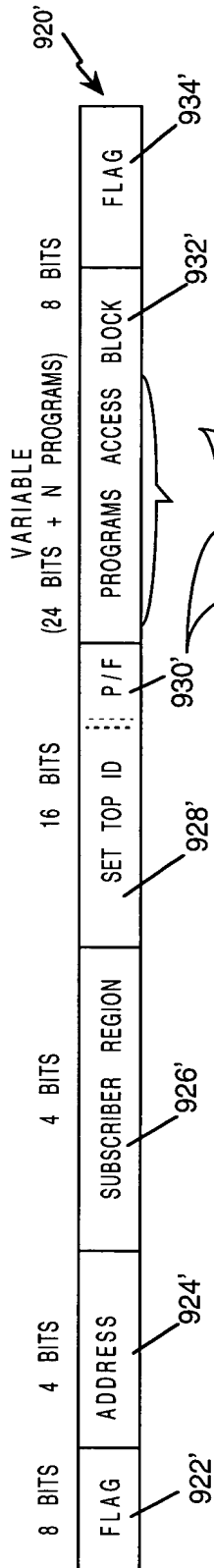
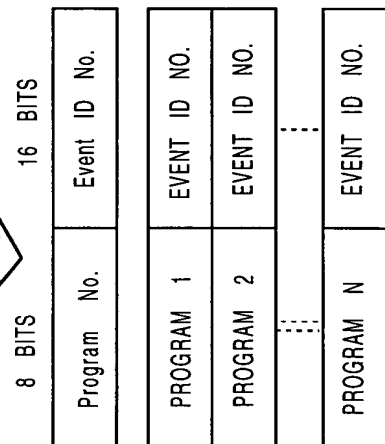


Fig. 6b





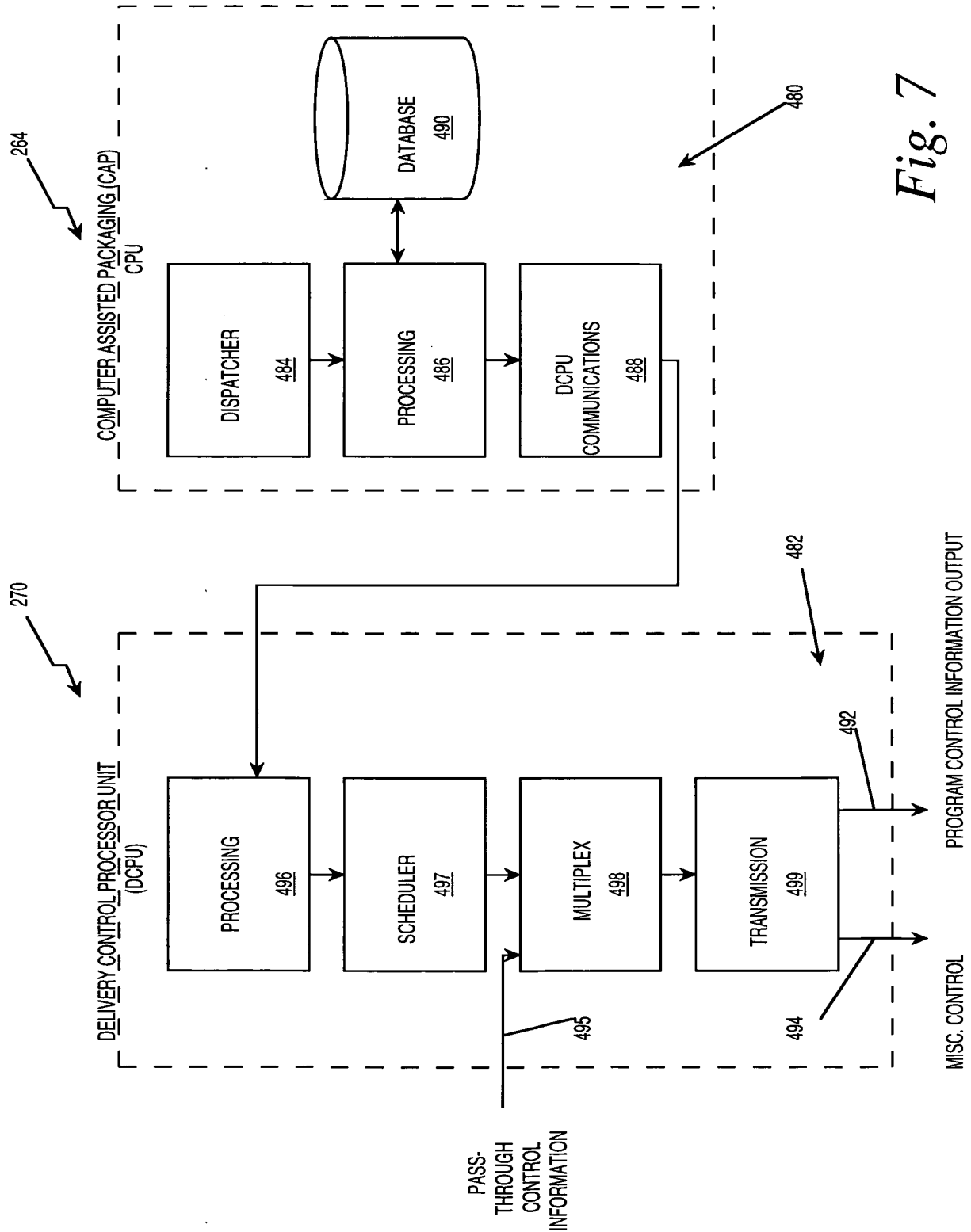
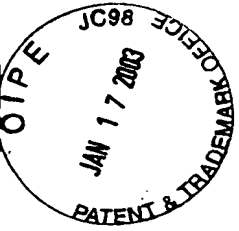
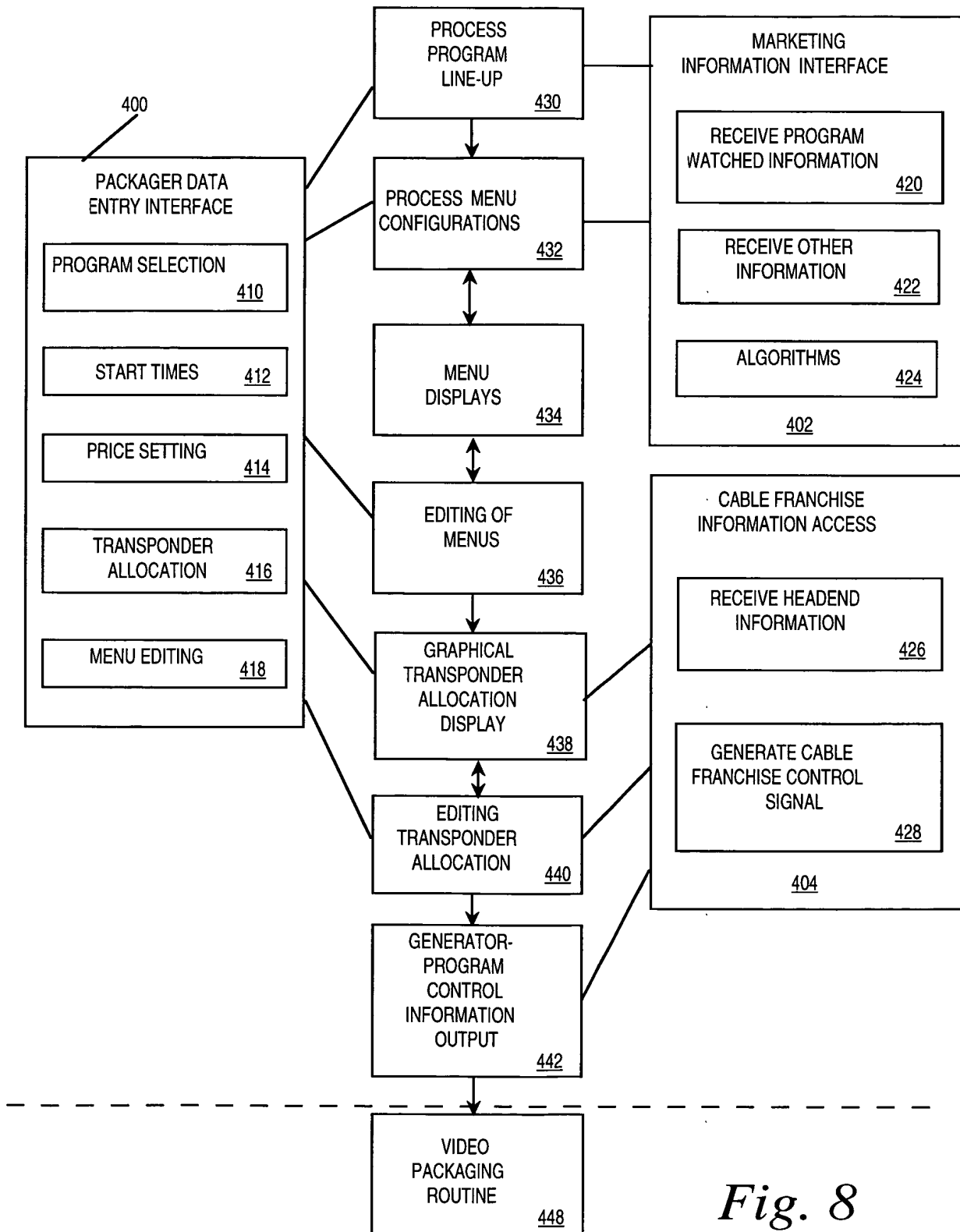
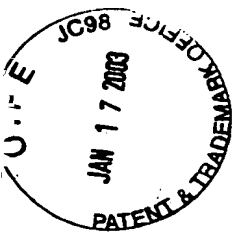


Fig. 7



*Fig. 8*

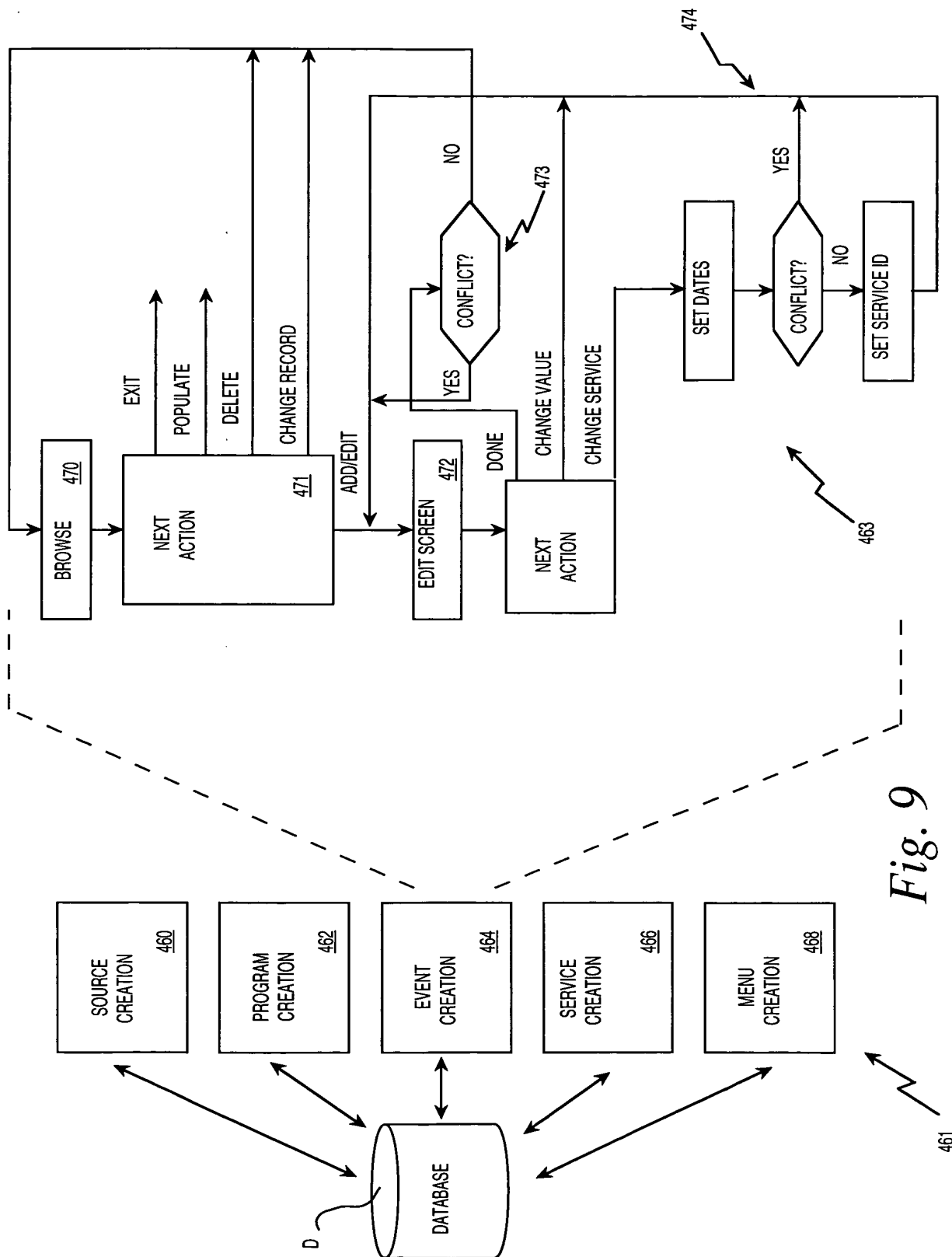
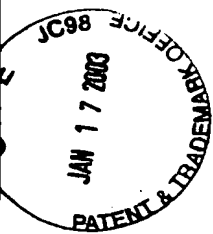


Fig. 9

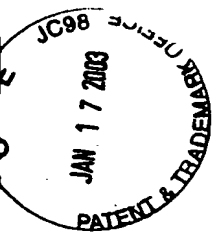
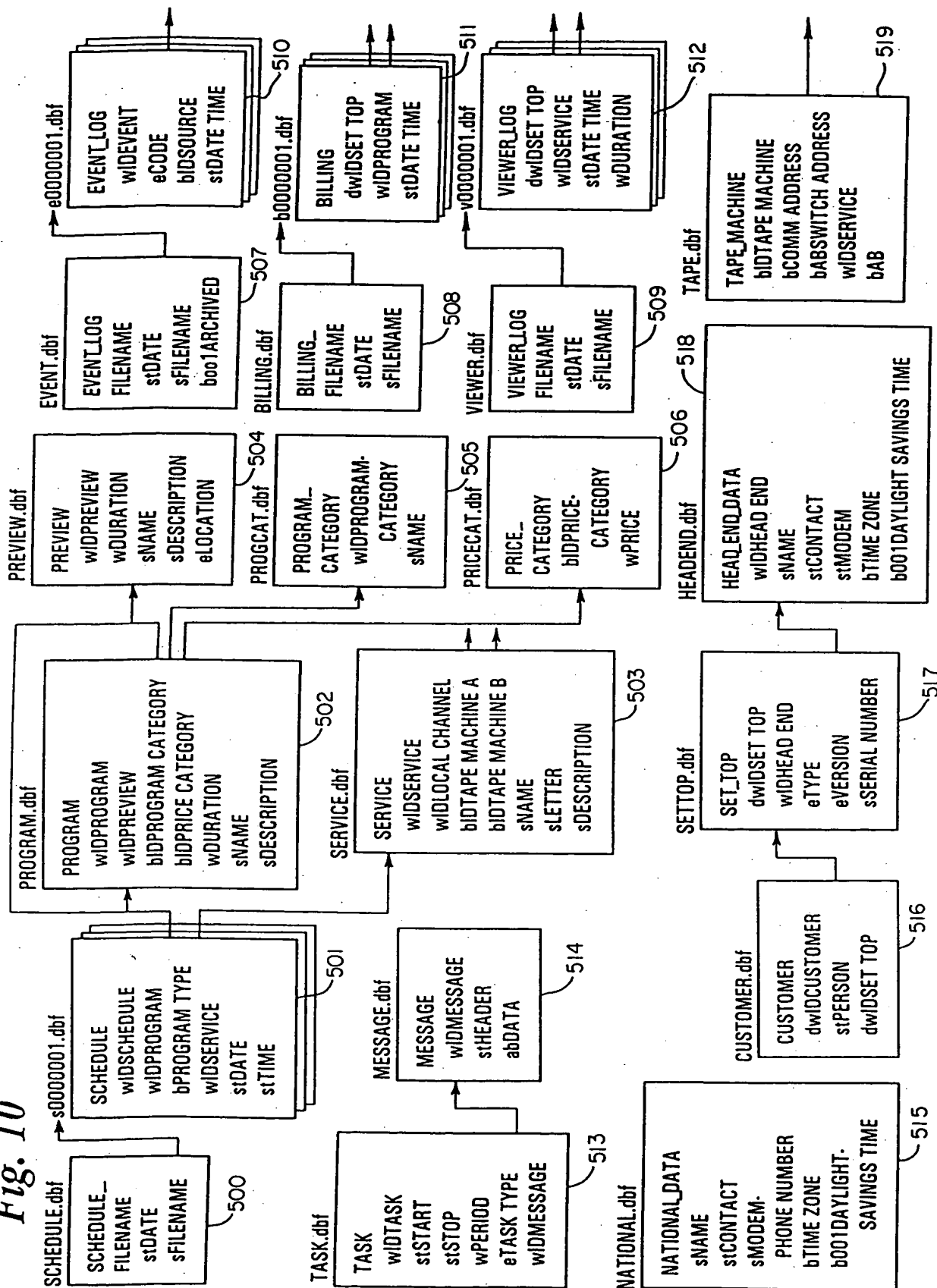


Fig. 10



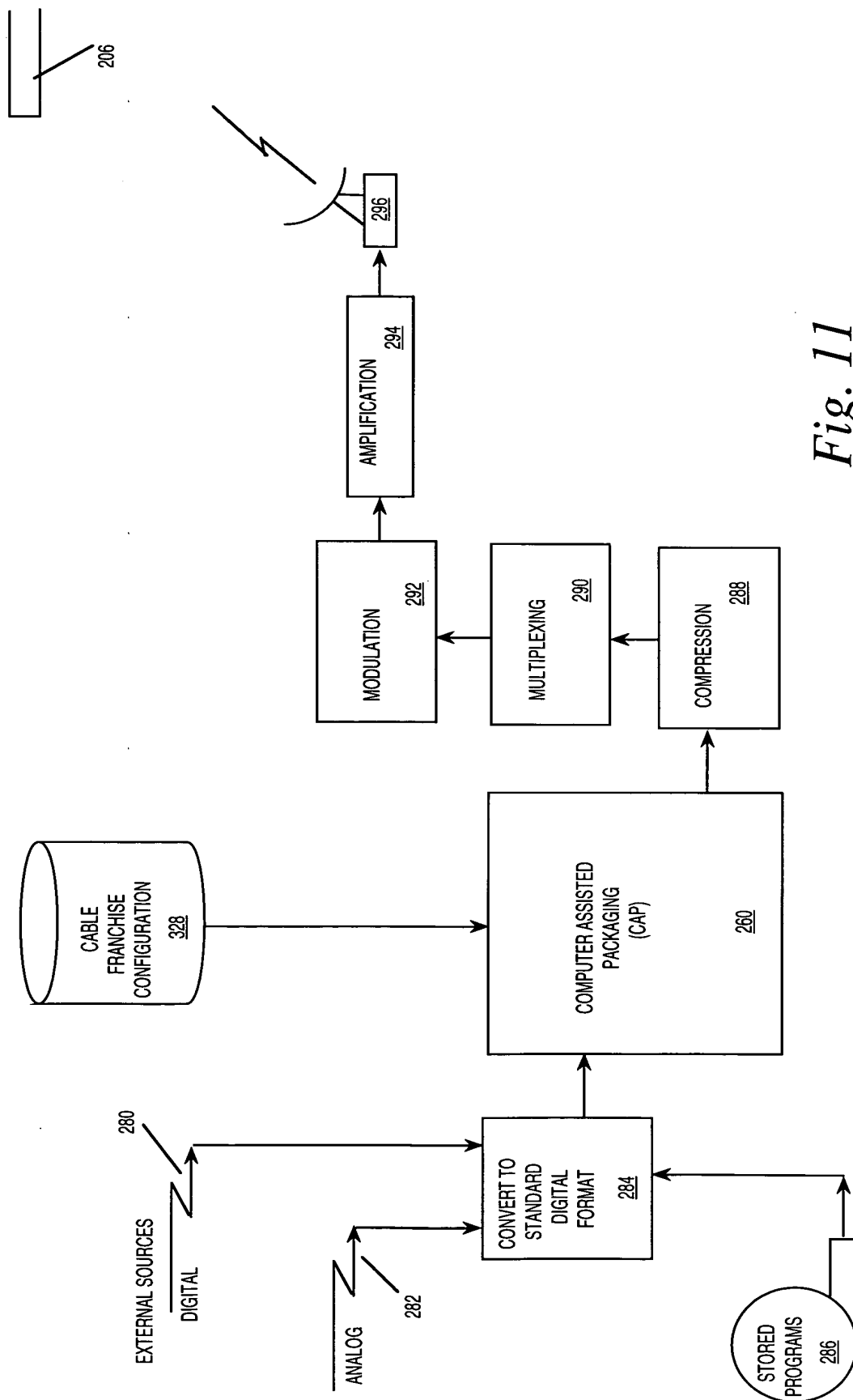
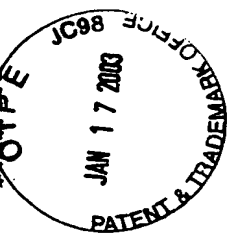


Fig. 11

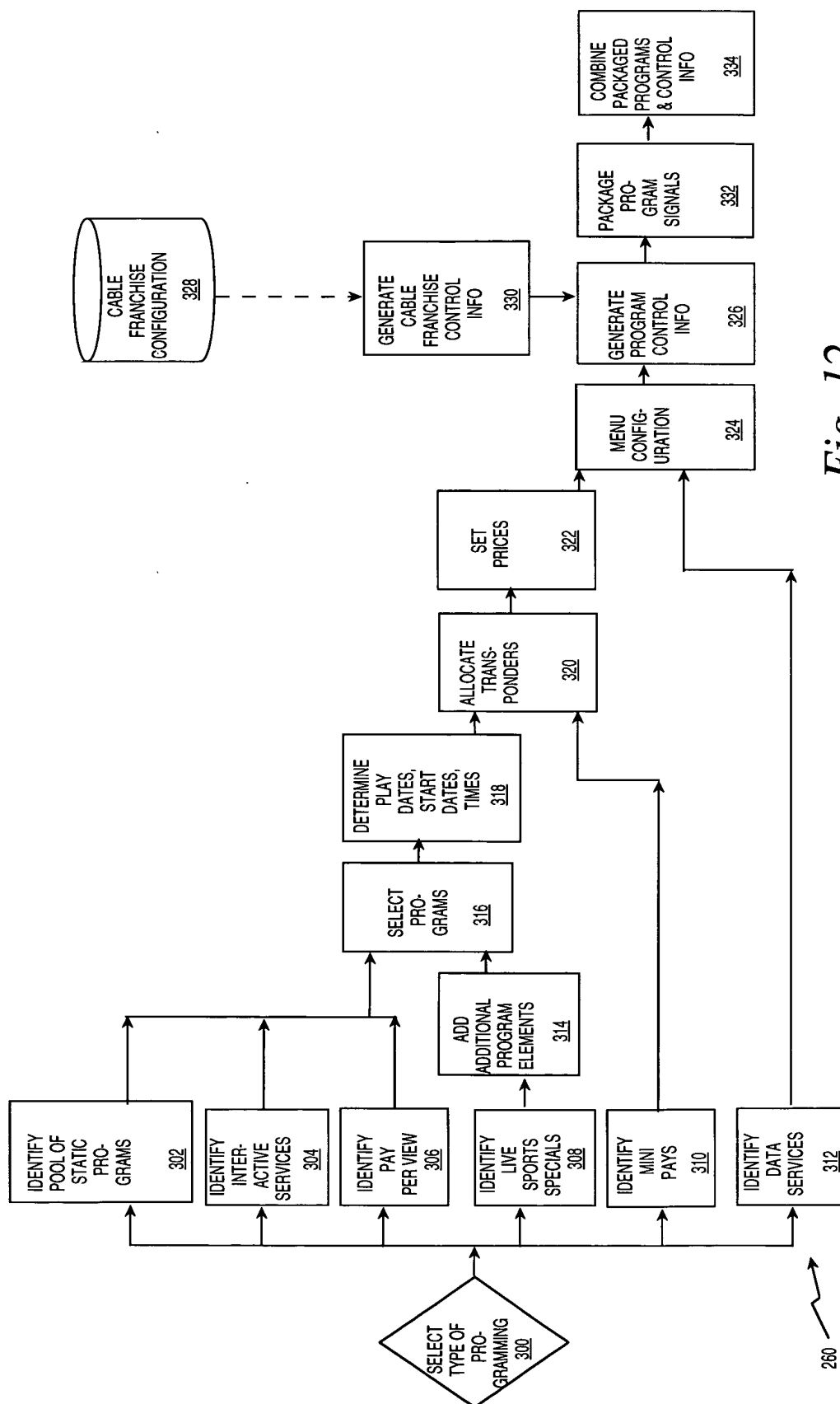
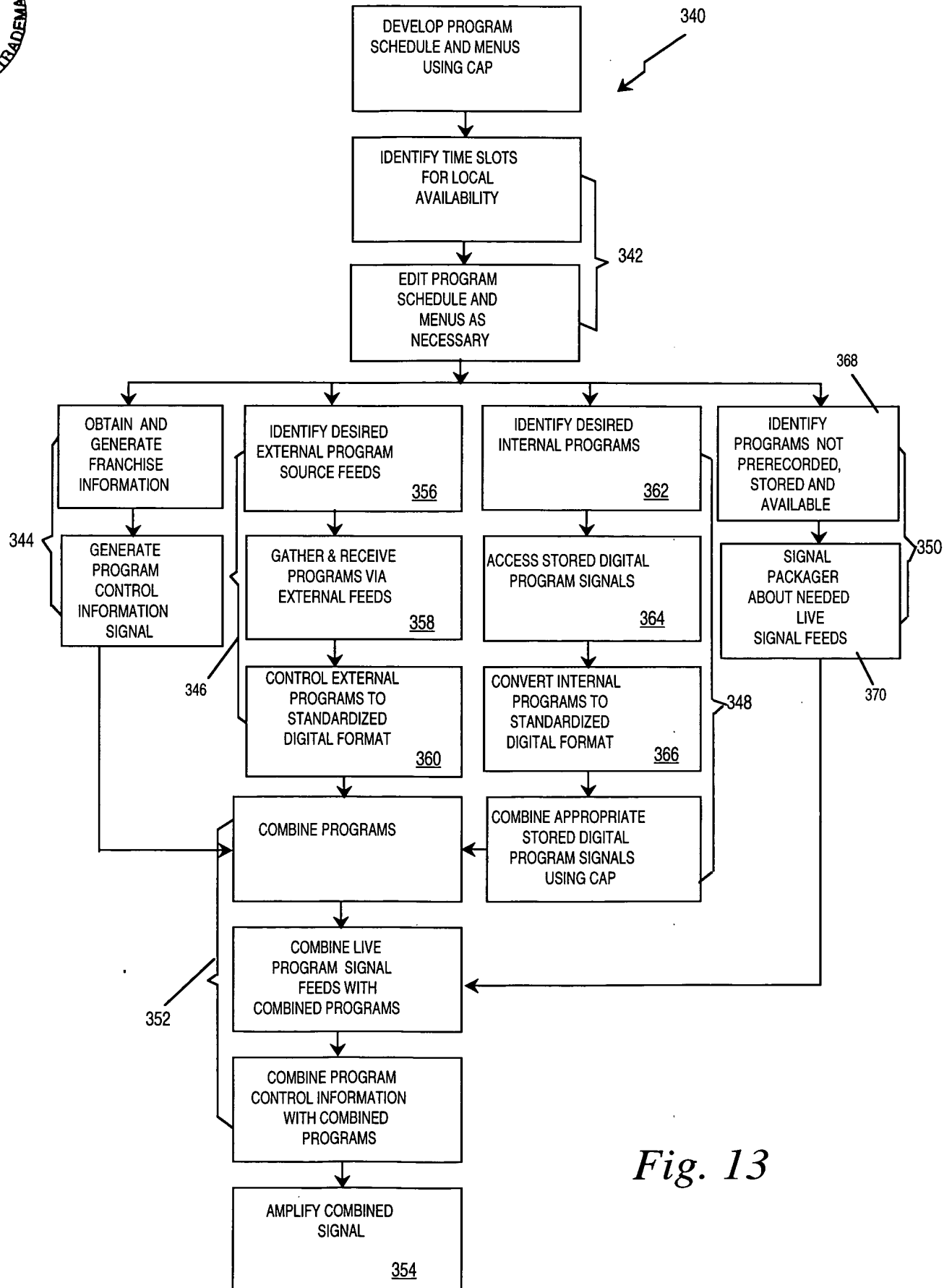
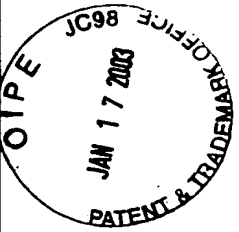
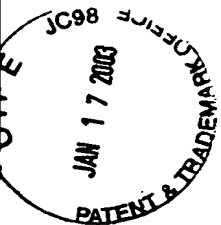


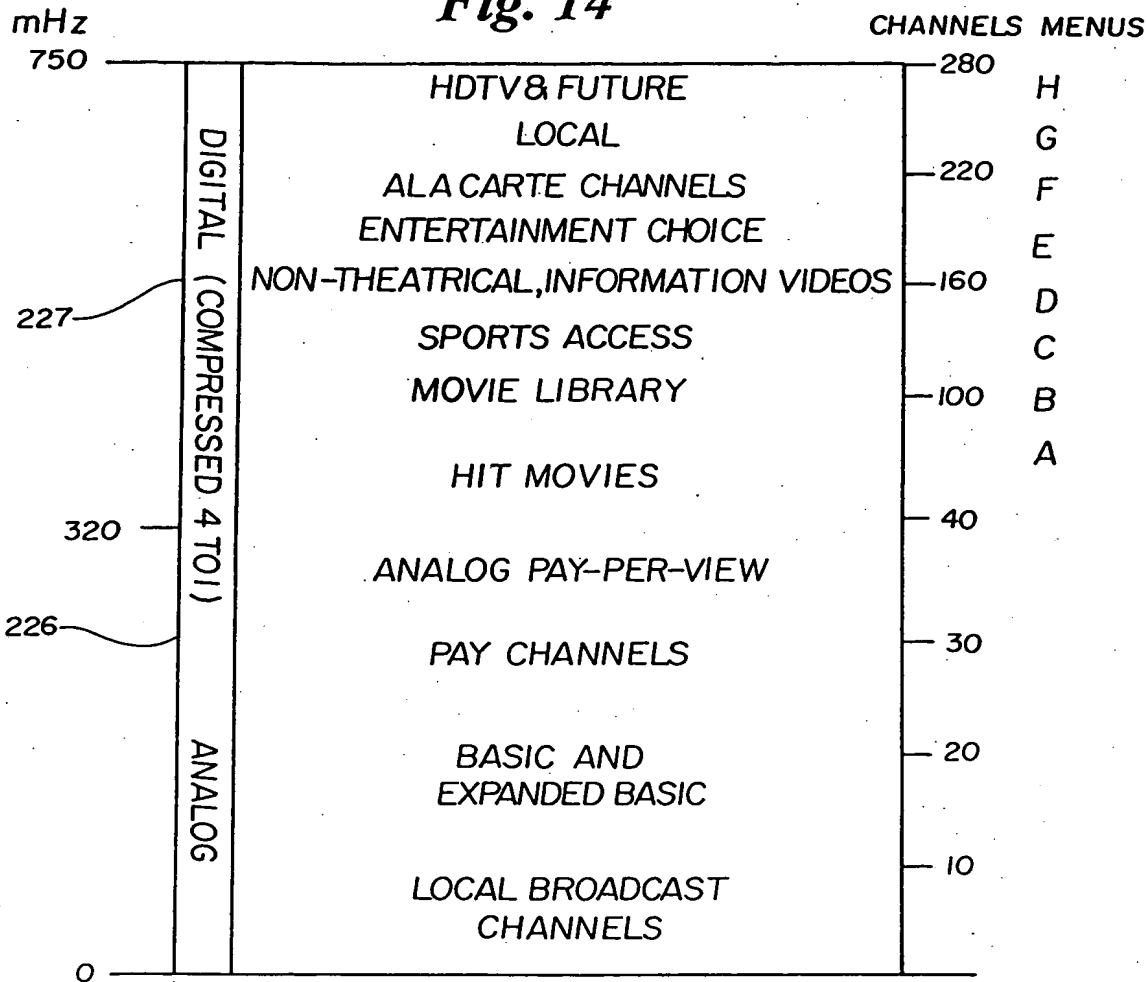
Fig. 12



*Fig. 13*



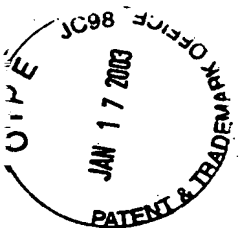
**Fig. 14**



**Fig. 15**

CHANNEL MENU	PROGRAMMING CATEGORY	# CHANNELS ALLOCATED
A	MOVIES	50
B	SPORTS	2
C	CHILDRENS	3
D	DOCUMENTARY	14
E	ENTERTAINMENT	10
F	SPECIALTY CHANNELS	15
G	LOCAL	N/A
H	HDTV	4
I	INTERACTIVE	2
	COMBINED	100





*Fig. 16*

SATELLITE MOVIE  
OPTIONS

VCTV COMBO		COMP. RATIO	AVAILABLE MENUS (1,2&3)	PRIORITY ONE MENUS	PRIORITY ONE PLUS TWO MENUS
1	8:1		HIT MOVIES 8 MOVIE SELECTIONS WITH START TIMES EVERY 15 MINUTES		HIT MOVIES 6 MOVIE SELECTIONS WITH START TIMES EVERY 15 MINUTES
2	8:1				
3	8:1				
4	8:1				
5	8:1				
6	8:1				
7	8:1				
8	8:1				
9	4:1		SPORTS 8 SELECTIONS		SPORTS 2 SELECTIONS
10	4:1				
11	8:1		CHILDRENS 8 SELECTIONS		CHILDRENS 2 SELECTIONS
12	8:1		DOCS/NEWS 8 SELECTIONS		DOCS/NEWS 2 SELECTIONS
13	8:1		ENTERTAINMENT 8 SELECTIONS		ENTERTAINMENT 4 SELECTIONS
14	8:1		SPECIAL-INTEREST CHANNELS 16 SELECTIONS		SPECIAL-INTEREST CHANNELS 4 SELECTIONS
15	8:1				
16	8:1		PROMOS (1/6 SCREEN) 48	PROMOS (1/6 SCREEN) 6	PROMOS (1/6 SCREEN) 48
17	8:1 or max		DATA STREAM	DATA STREAM	DATA STREAM
18	8:1 or max		MUSIC 32 DIGITED STATIONS		MUSIC 4 DIGITED STATIONS
			244	240	242

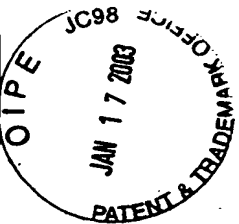
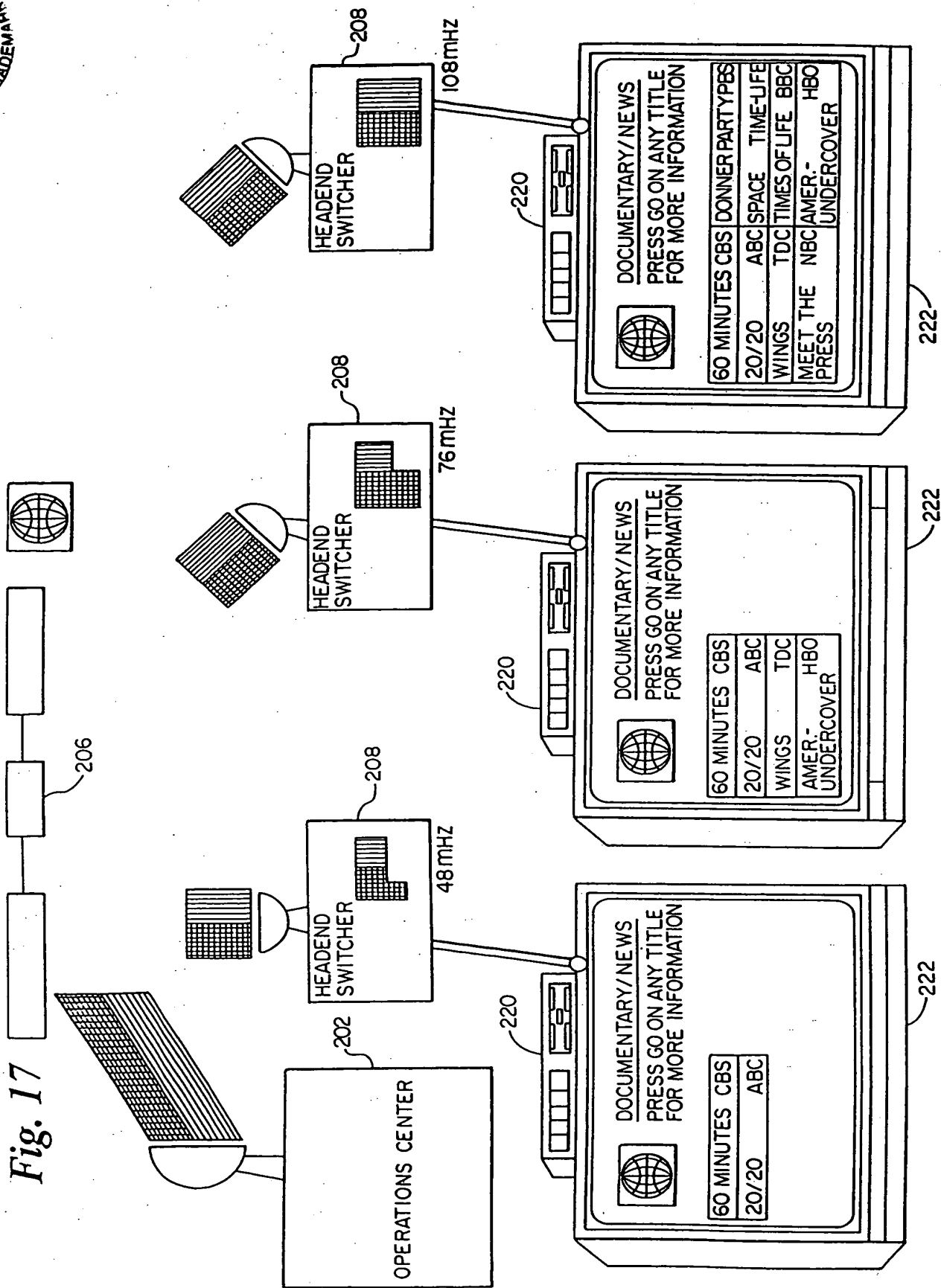
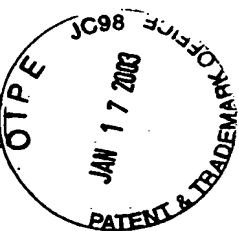
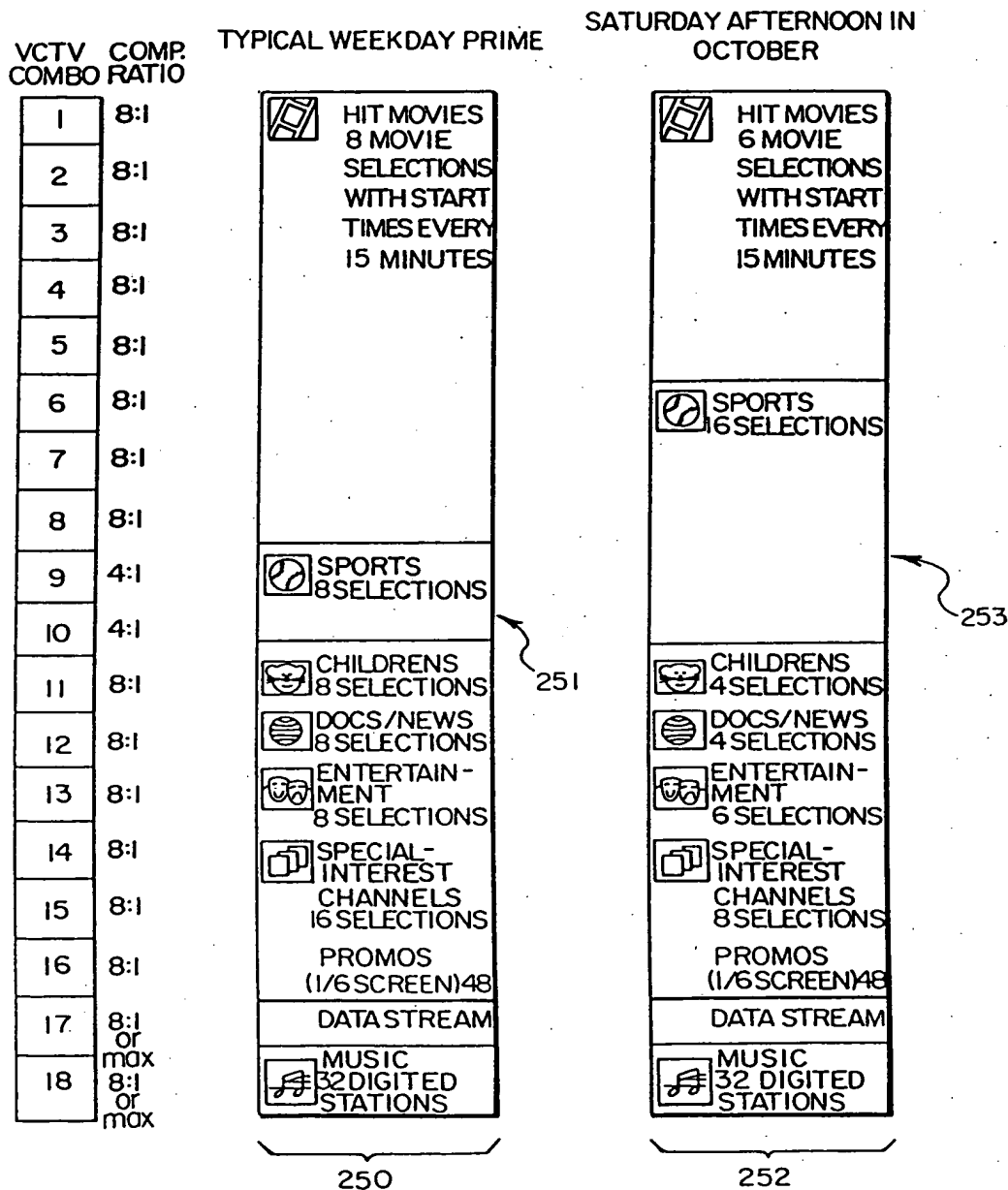


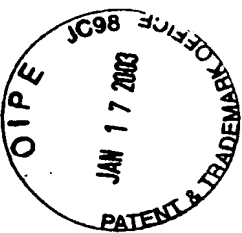
Fig. 17



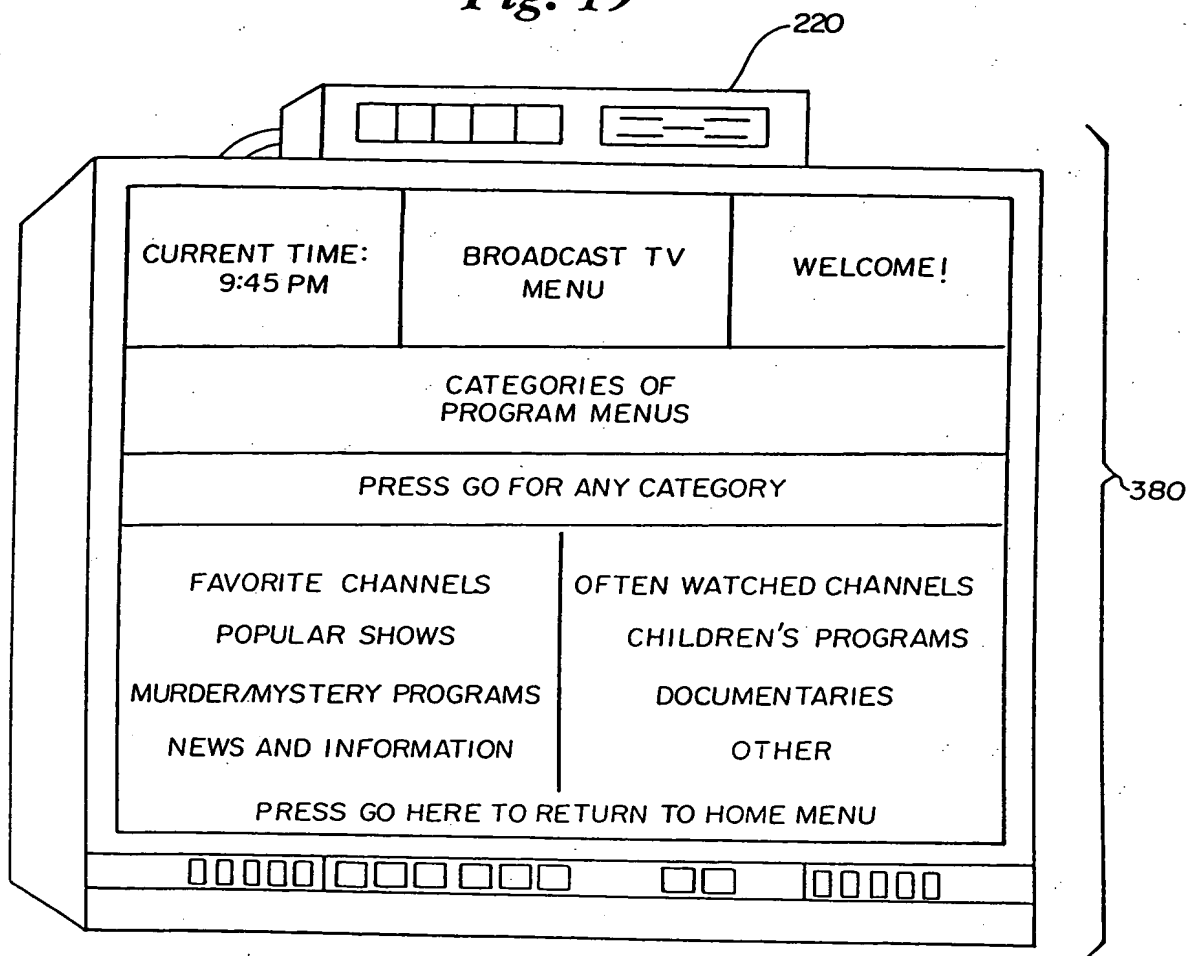


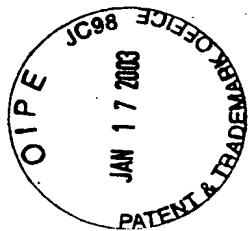
**Fig. 18**



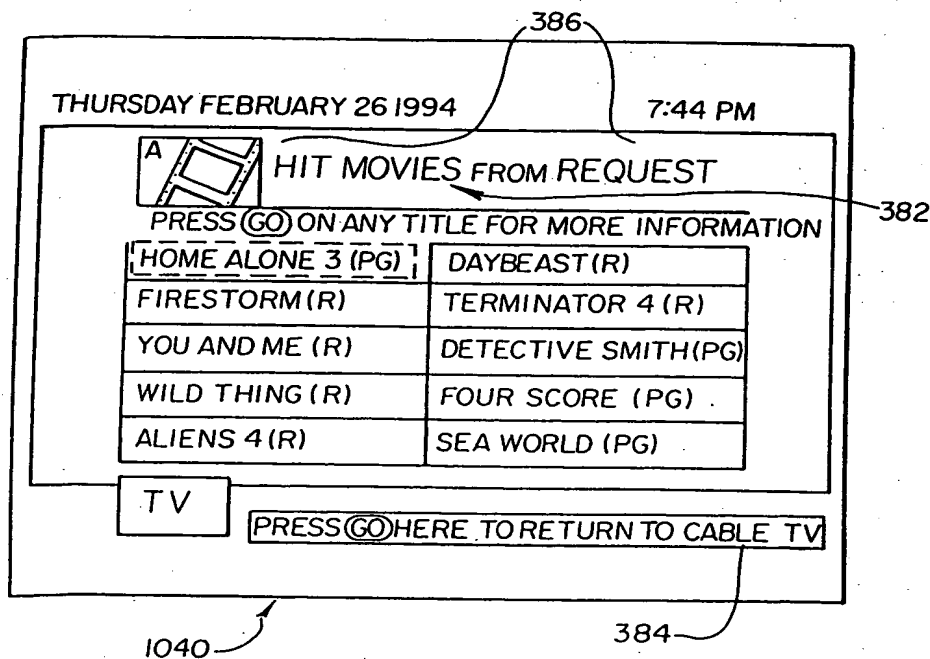


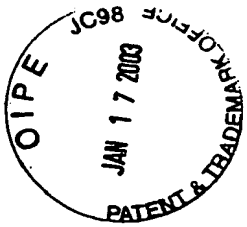
*Fig. 19*





*Fig. 20*






*Fig. 21*

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NEXT START TIME 8:00PM

TERMINATOR 4 (R)



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SET IN THE PRESENT, 2025 AND  
IN THE FAR FUTURE 9010 AD

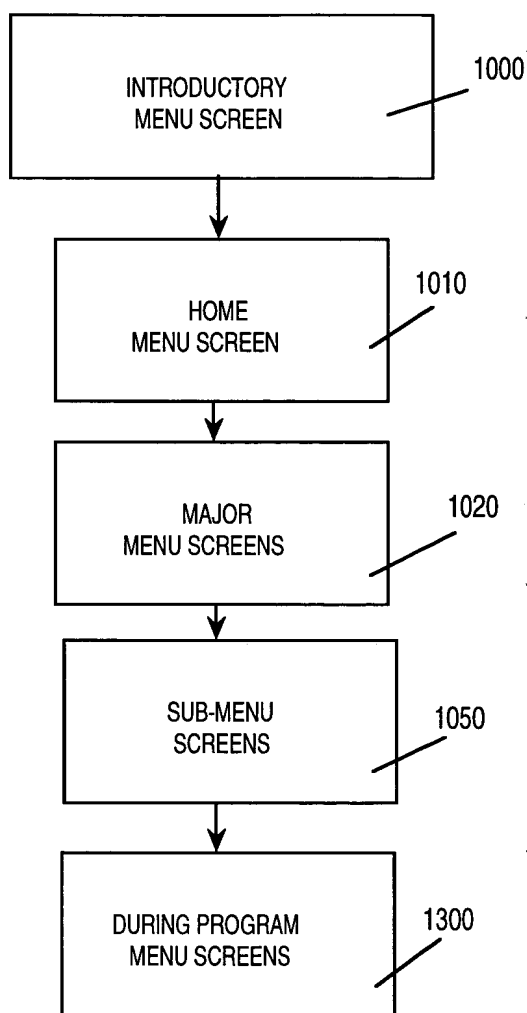
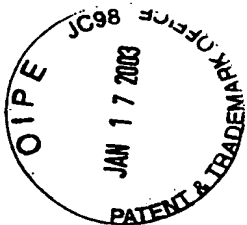
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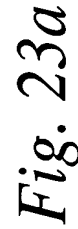
TV

PRESS GO HERE TO RETURN TO MENU A  
PRESS GO HERE TO RETURN TO CABLE TV

1120



*Fig. 22*





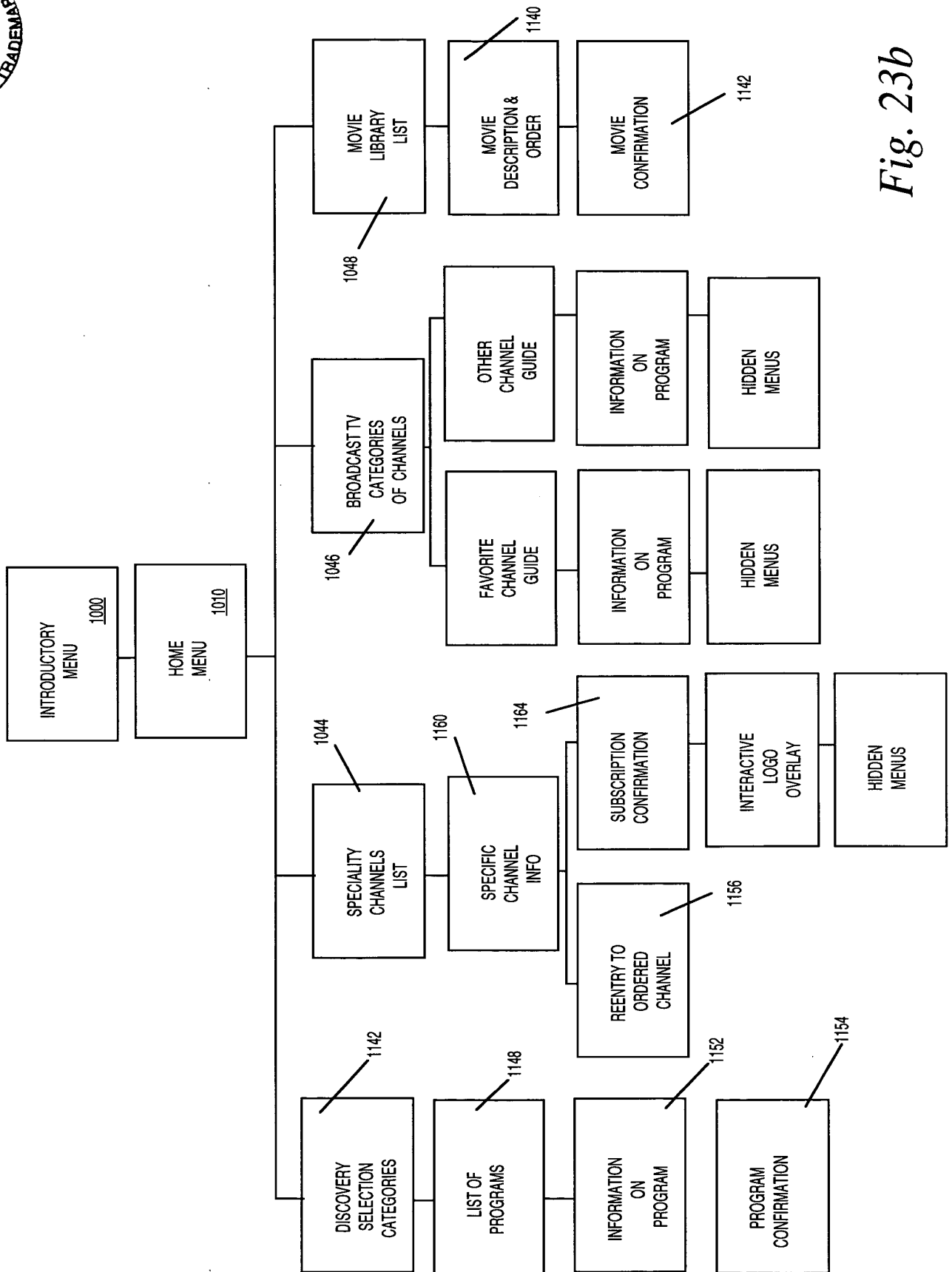
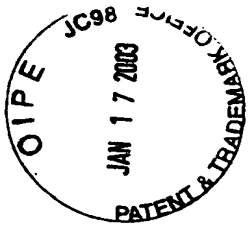
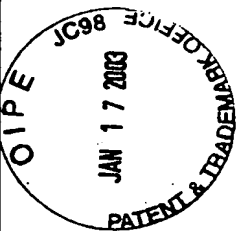







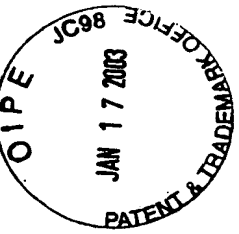
Fig. 23b



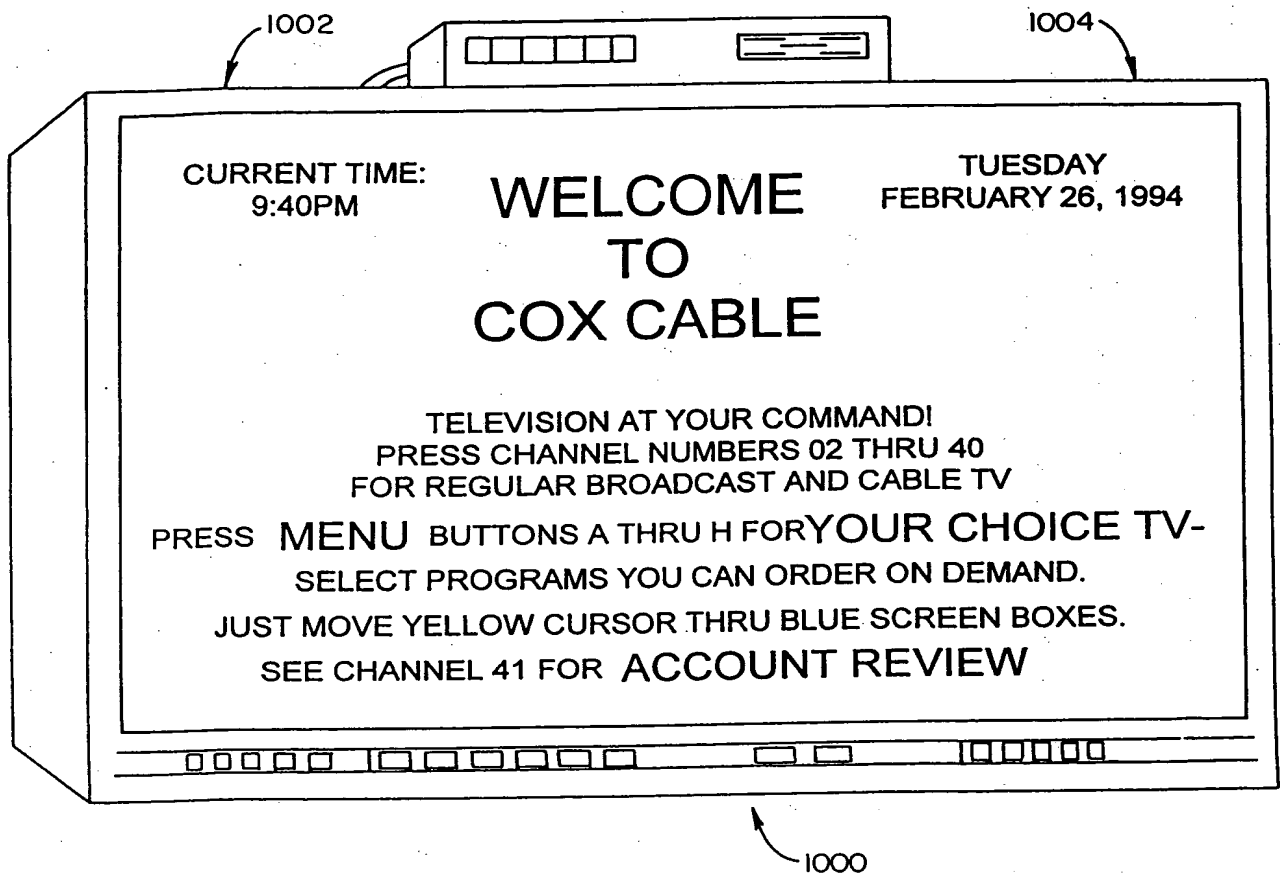
*Fig. 24a*

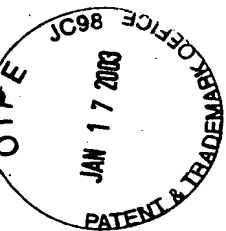
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	PROGRAMS YOU CAN ORDER ON DEMAND USE REMOTE BUTTONS A THRU J. MOVE YELLOW CURSOR THRU BLUE SCREEN BOXES.		
	PRESS  HERE FOR REMOTE INSTRUCTIONS		

1000 



*Fig. 24b*





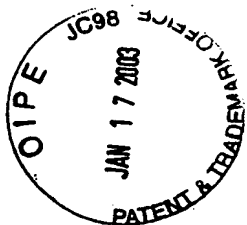
*Fig. 25a*

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3	NBC	14	CNN	25	VH-1
4	NBC	15	DISC	26	TLC
5	ABC	16	ESPN	27	AMC
6	ABC	17	TBS	28	TNN
7	FOX	18	TNT	29	MEU
8	PBS	19	USA	30	E!
9	WTFC	20	FAM	31	CNBC
10	WKN	21	NICK	32	LIFE
11	WYAB	22	MTV	33	A&E
12	C-SPAN	23	TWC	34	COURT
					TRAV
					ALA CARTE
					AND
					PREMIUM
				35	SCI-FI
				36	TOON
				37	BRAV
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				41	CINE
				42	TMC
				43	SHOW
				44	HBO

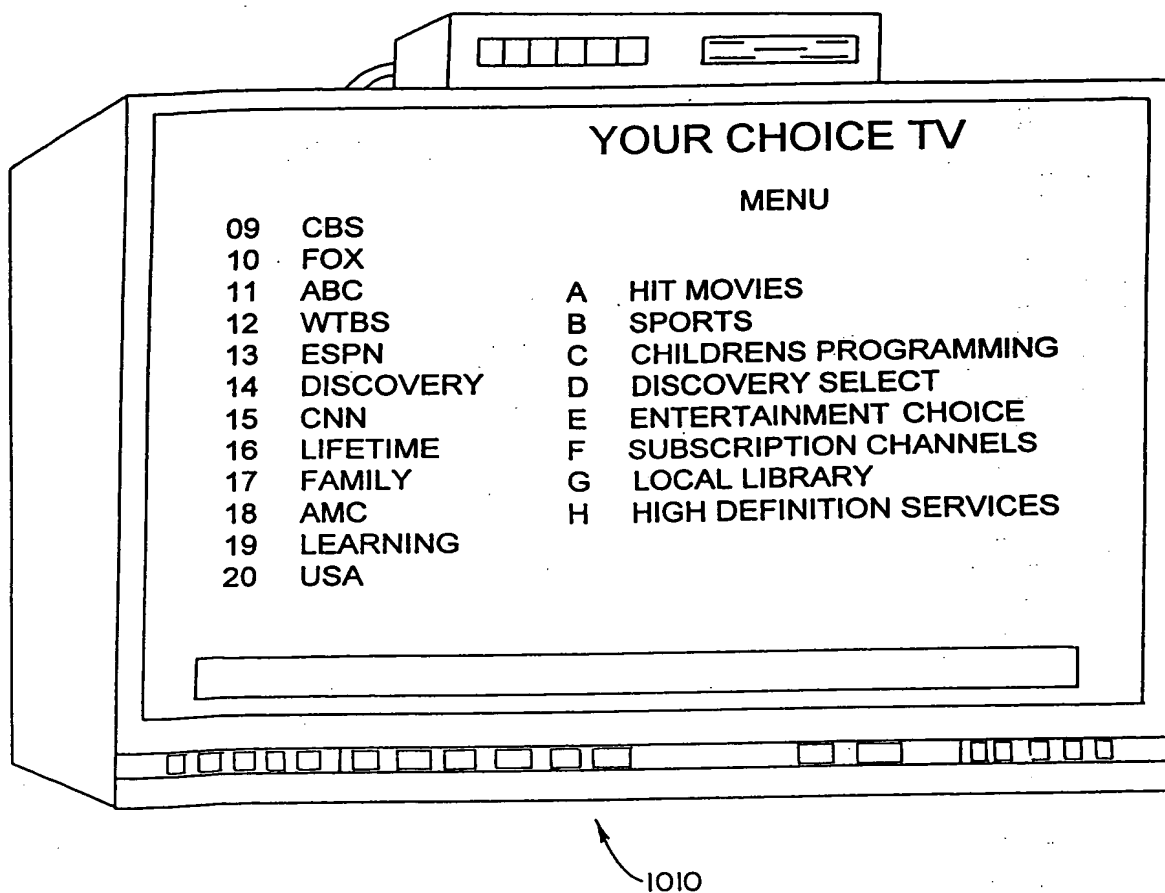
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 PRESS ON ? FOR INFO/PRICES

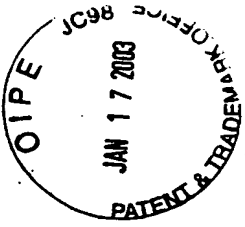
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1010

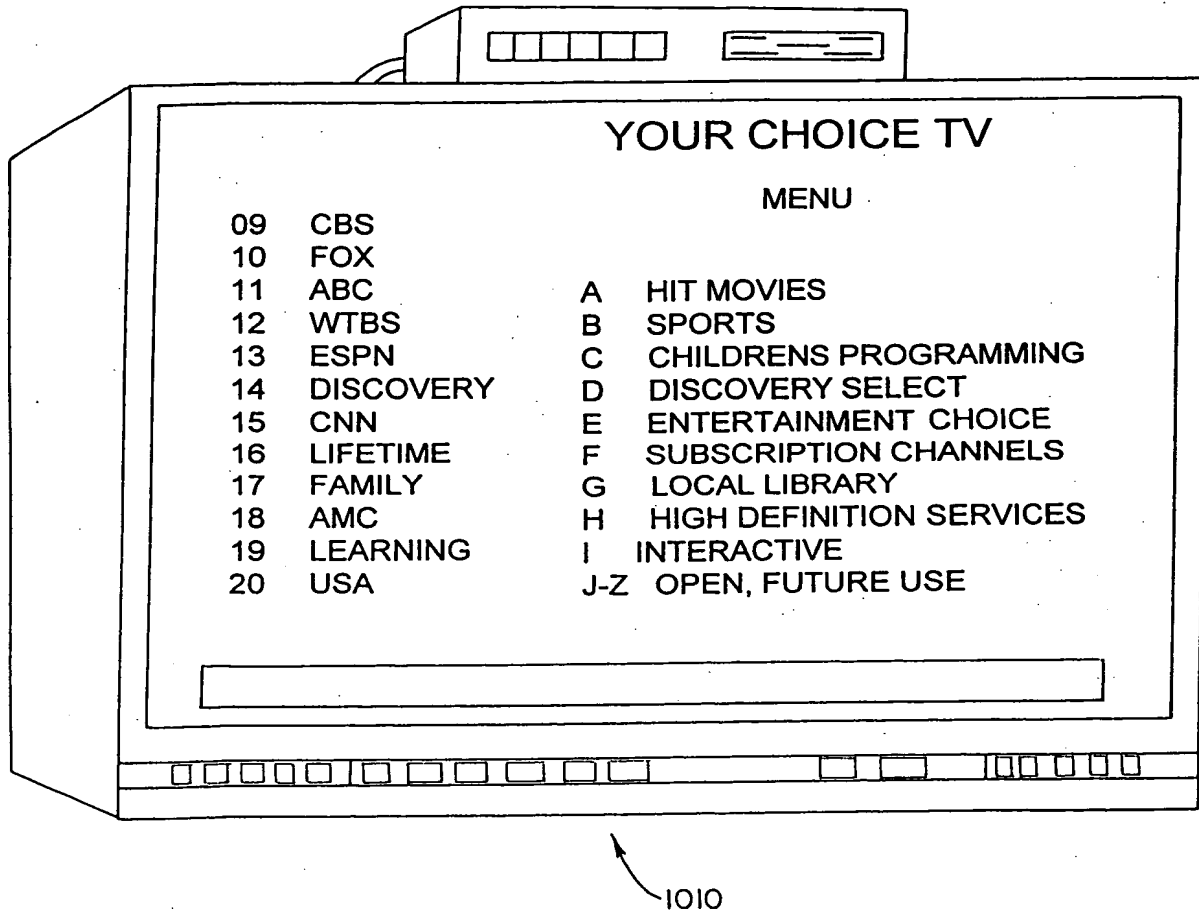


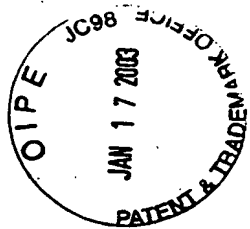
*Fig. 25b*



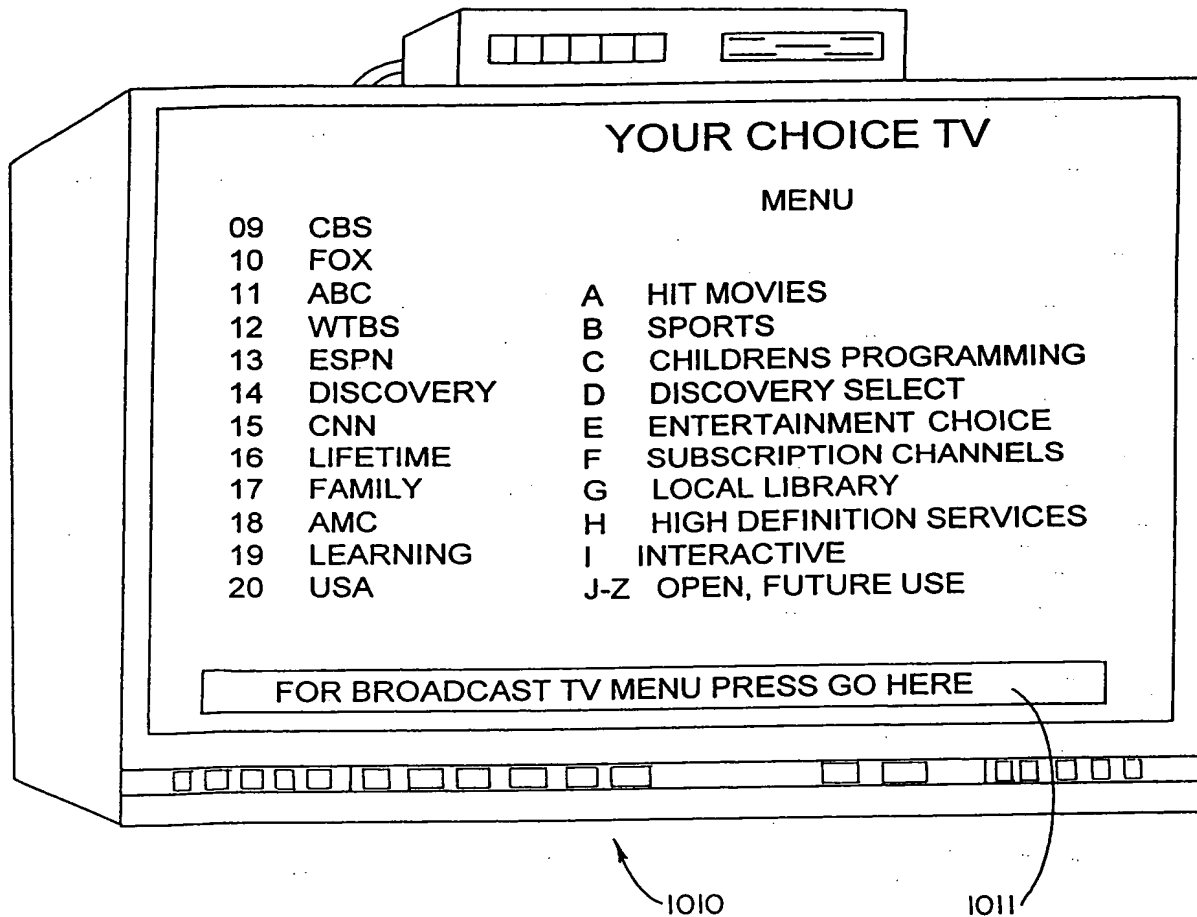


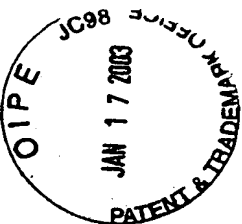
*Fig. 25c*





*Fig. 25d*





*Fig. 26*

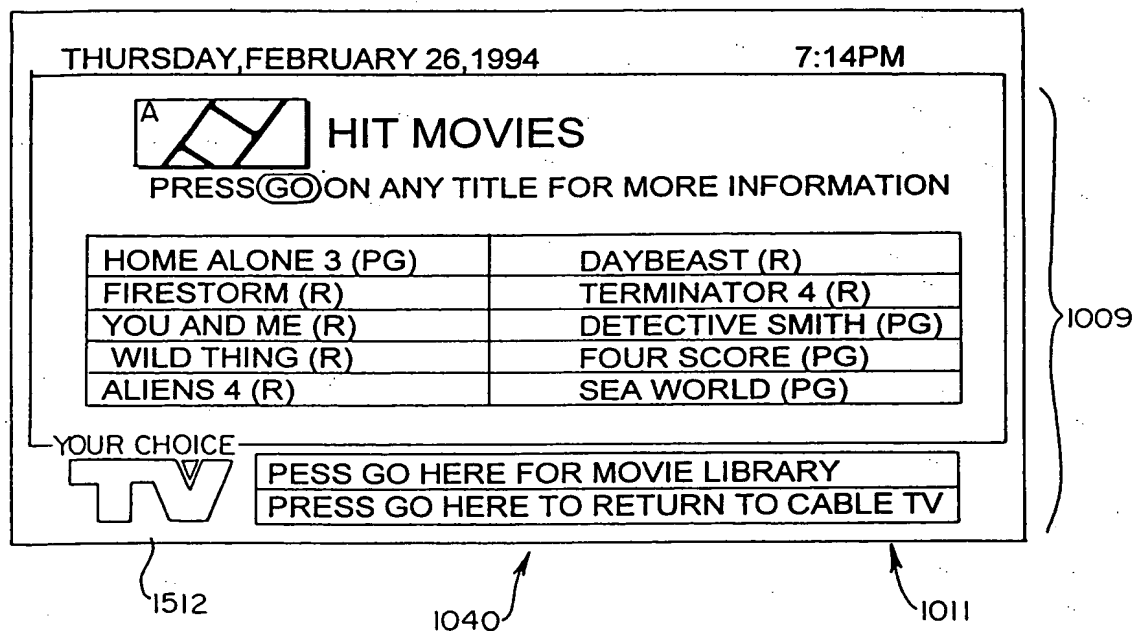
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3	LOCAL WEATHER	17	WWOR	31	SHOWTIME
4	WRC/NBC	18	ESPN	32	LOCAL GOVT.
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6	CNN	20	WDCA/IND.	34	HTS
7	WJLA/ABC	21	FAMILY	35	WERU/IND.
8	DISCOVERY	22	WMPT/PBS	36	WTBS
9	WUSA/CBS	23	LIFETIME	37	NASHVILLE
10	TNT	24	INTERFAITH	38	VH-1
11	WBAL/CBS	25	BET	39	MTV
12	USA	26	WETA/PBS	40	CHANNEL LINEUP
MOVE YELLOW CURSOR TO SELECT CHANNELS AND PRESS <b>GO</b>					

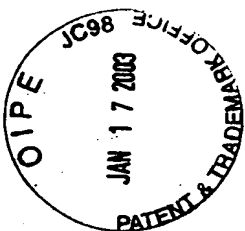
1010



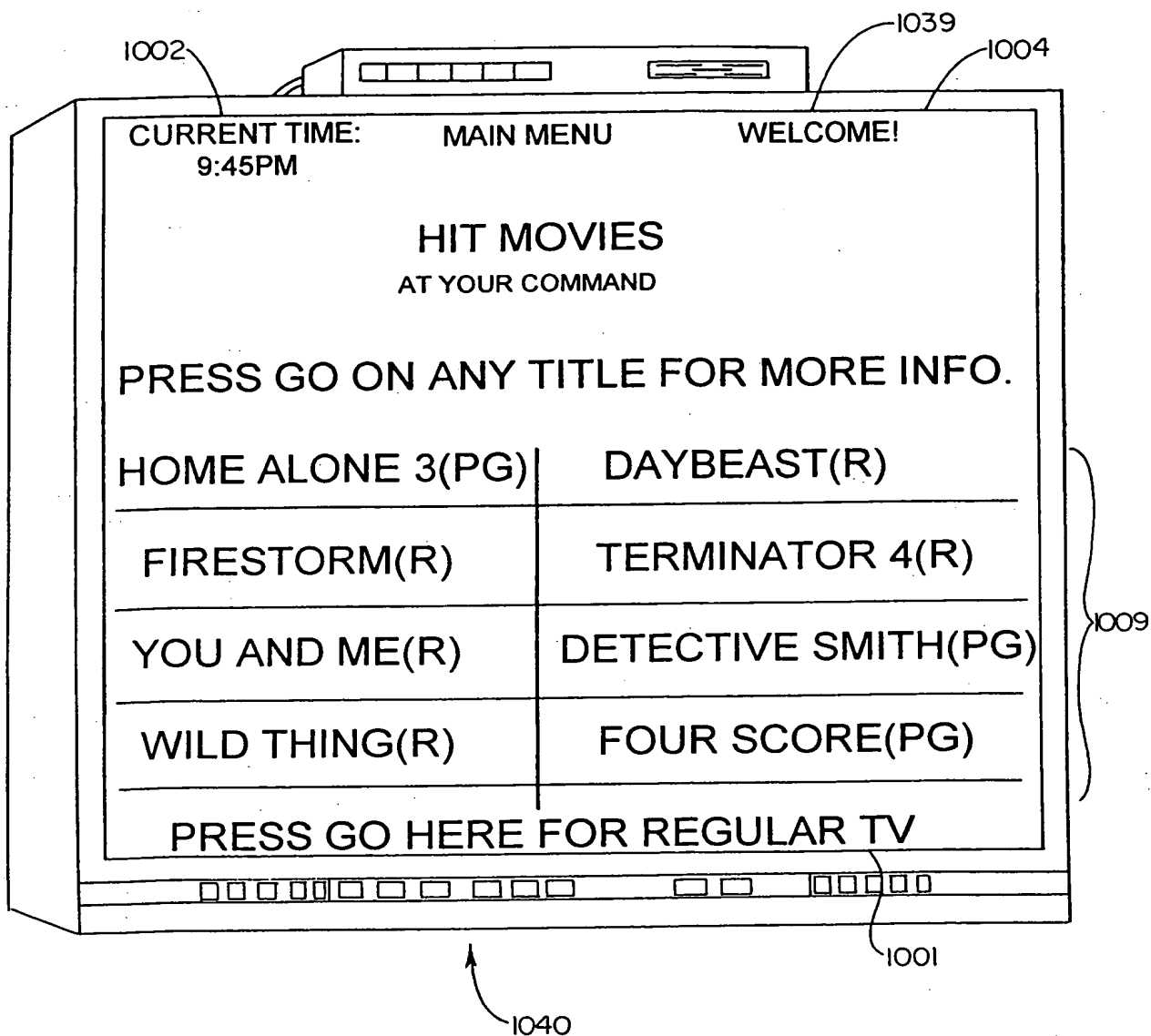


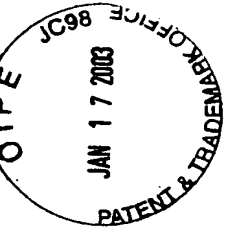
*Fig. 27a*





*Fig. 27b*

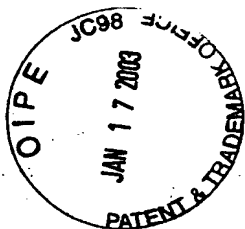




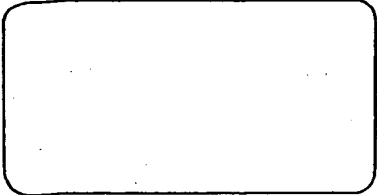
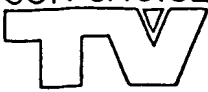
*Fig. 27c*

SATURDAY, DECEMBER 28, 1984		6:31PM				
<div style="border: 1px solid black; padding: 10px; min-height: 150px;"><h2 style="margin: 0;">BASIC SERVICE</h2><p style="margin: 5px 0;">CHANNELS 2-12</p><div style="border: 1px solid black; width: 150px; height: 70px; margin: 10px auto;"></div><p style="margin: 10px 0;">YOU NOW JUST PAY \$14 PER MONTH FOR BASIC SERVICE.</p><p style="margin: 10px 0;">HIGHLIGHTS THIS MONTH OTHER SERVICES:</p></div>						
YOUR CHOICE	<table border="1" style="width: 100%; border-collapse: collapse;"><tr><td style="padding: 2px 5px;">PRESS  HERE FOR INFO ON BASIC PLUS</td></tr><tr><td style="padding: 2px 5px;">PRESS  HERE FOR INFO ON ECONOMY PACKAGE</td></tr><tr><td style="padding: 2px 5px;">PRESS  HERE FOR INFO ON PREMIUM A LA CARTE</td></tr><tr><td style="padding: 2px 5px;">PRESS  HERE FOR CHANNELS AND MENUS</td></tr></table>		PRESS  HERE FOR INFO ON BASIC PLUS	PRESS  HERE FOR INFO ON ECONOMY PACKAGE	PRESS  HERE FOR INFO ON PREMIUM A LA CARTE	PRESS  HERE FOR CHANNELS AND MENUS
PRESS  HERE FOR INFO ON BASIC PLUS						
PRESS  HERE FOR INFO ON ECONOMY PACKAGE						
PRESS  HERE FOR INFO ON PREMIUM A LA CARTE						
PRESS  HERE FOR CHANNELS AND MENUS						

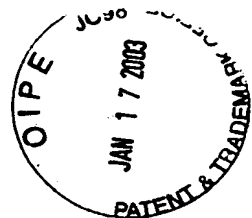
1420



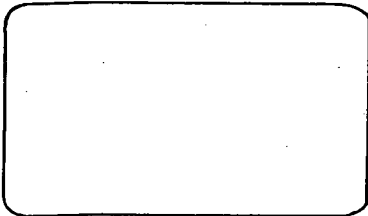







*Fig. 27d*

SATURDAY, DECEMBER 28, 1984		6:32PM
<b>BASIC PLUS</b>		
CHANNELS 13-23		
	CHANNELS 13-23 ARE THE NATION'S MOST WIDELY DISTRIBUTED CABLE SERVICES AND ARE AVAILABLE TO YOU FOR ONLY \$8.00 PER MONTH.	
<u>HIGHLIGHTS THIS MONTH</u>		
YOUR CHOICE		
	<div>PRESS GO HERE TO ORDER</div> <div>PRESS GO HERE FOR CHANNELS AND MENUS</div>	

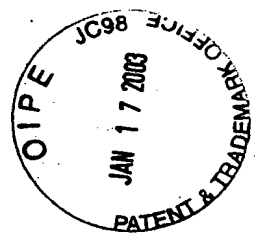
1422



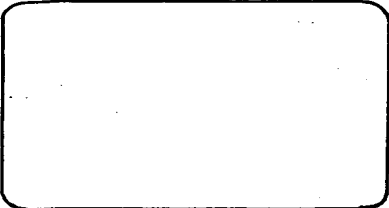



*Fig. 27e*

SATURDAY, DECEMBER 28, 1984		6:33PM			
<b>ECONOMY PACKAGE</b>					
<u>CHANNELS 24-34</u>					
		WHEN YOU ORDER YOU CAN IMMEDIATELY ENJOY CHANNELS 24-34. THESE POPULAR SATELLITE CHANNELS WILL EXTEND YOUR VIEWING CHOICE.			
<u>HIGHLIGHTS THIS MONTH</u>		AVAILABLE TO YOU FOR ONLY \$7.00 PER MONTH.			
YOUR CHOICE					
		<table border="1"><tr><td>PRESS  HERE TO ORDER</td></tr><tr><td>PRESS  HERE FOR CHANNELS AND MENUS</td></tr></table>		PRESS  HERE TO ORDER	PRESS  HERE FOR CHANNELS AND MENUS
PRESS  HERE TO ORDER					
PRESS  HERE FOR CHANNELS AND MENUS					

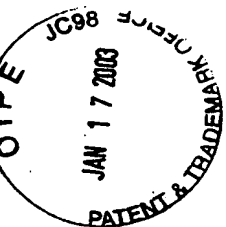
1424



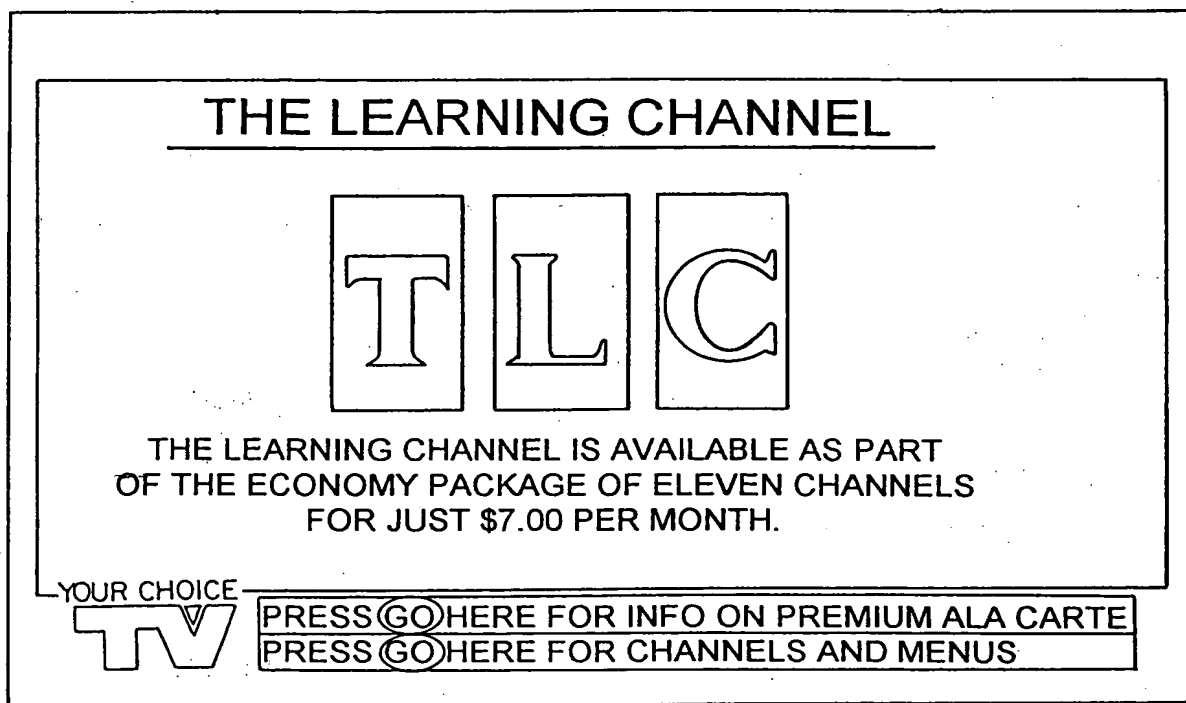
*Fig. 27f*

SATURDAY, DECEMBER 28, 1984		6:34PM
<b>ALA CARTE &amp; PREMIUM CHANNELS</b>		
CHANNELS 35-44		
	PRESS  ON ANY PREMIUM CHANNEL NUMBER ON THE CHANNELS & MENUS SCREEN FOR INFORMATION AND PRICES.	
<u>HIGHLIGHTS THIS MONTH</u>	YOU CAN THEN IMMEDIATELY ENJOY ANY OF THE PREMIUM OR A LA CARTE SERVICES.	
YOUR CHOICE		
 HERE FOR CHANNELS AND MENUS		

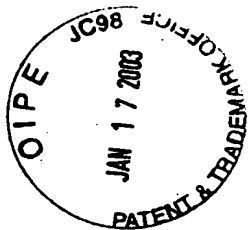
1426



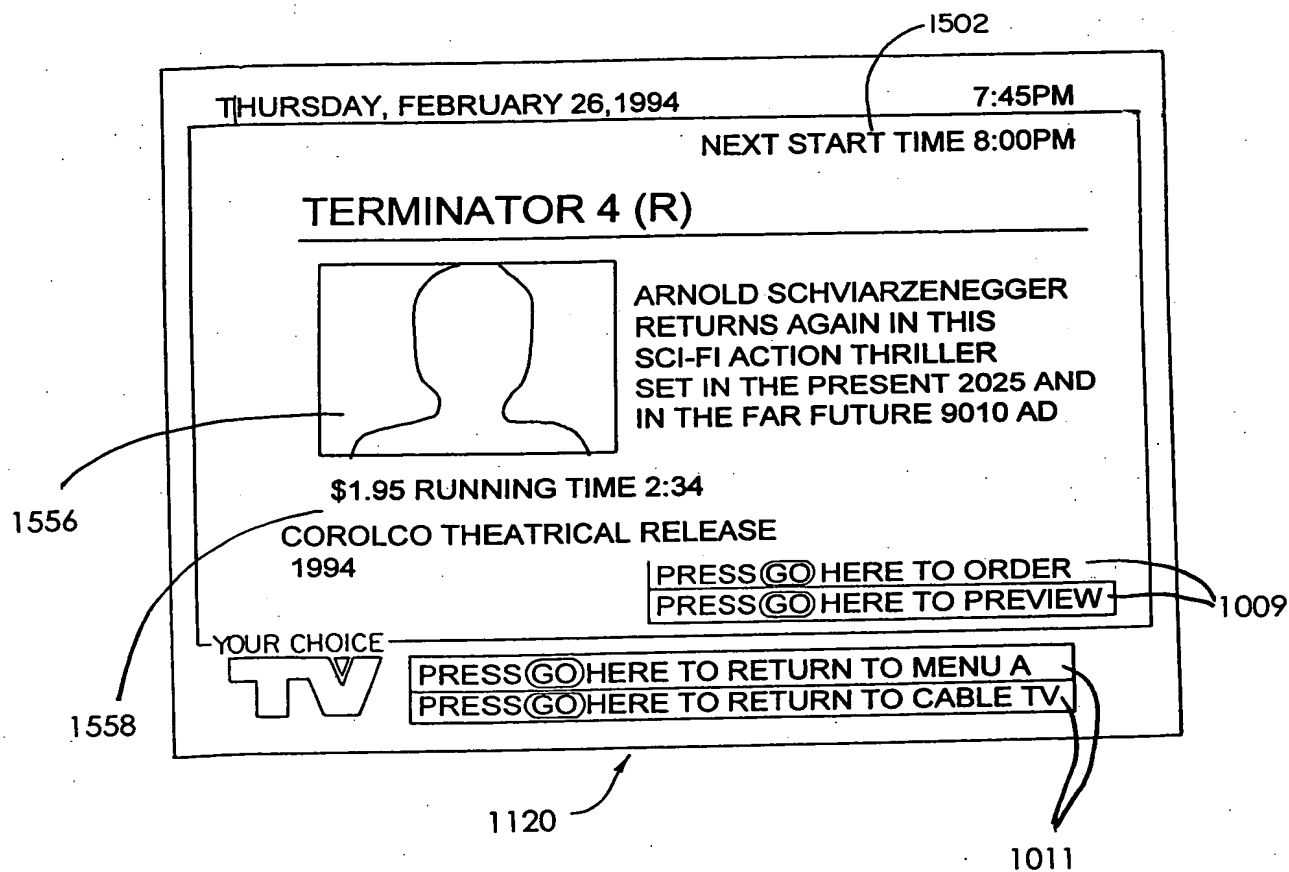
*Fig. 27g*



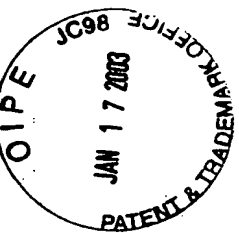
1428



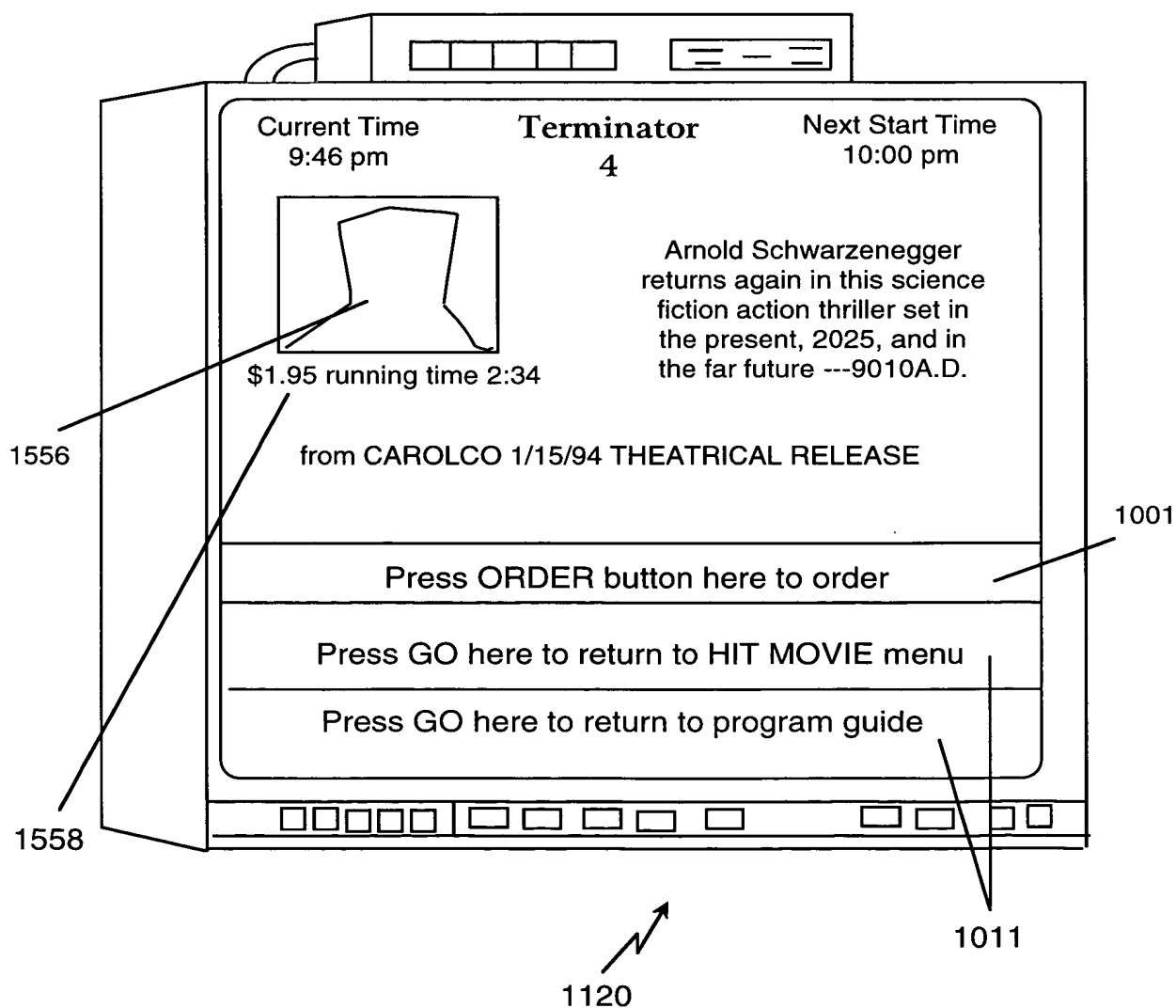
*Fig. 28a*

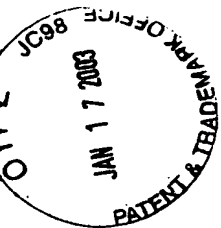




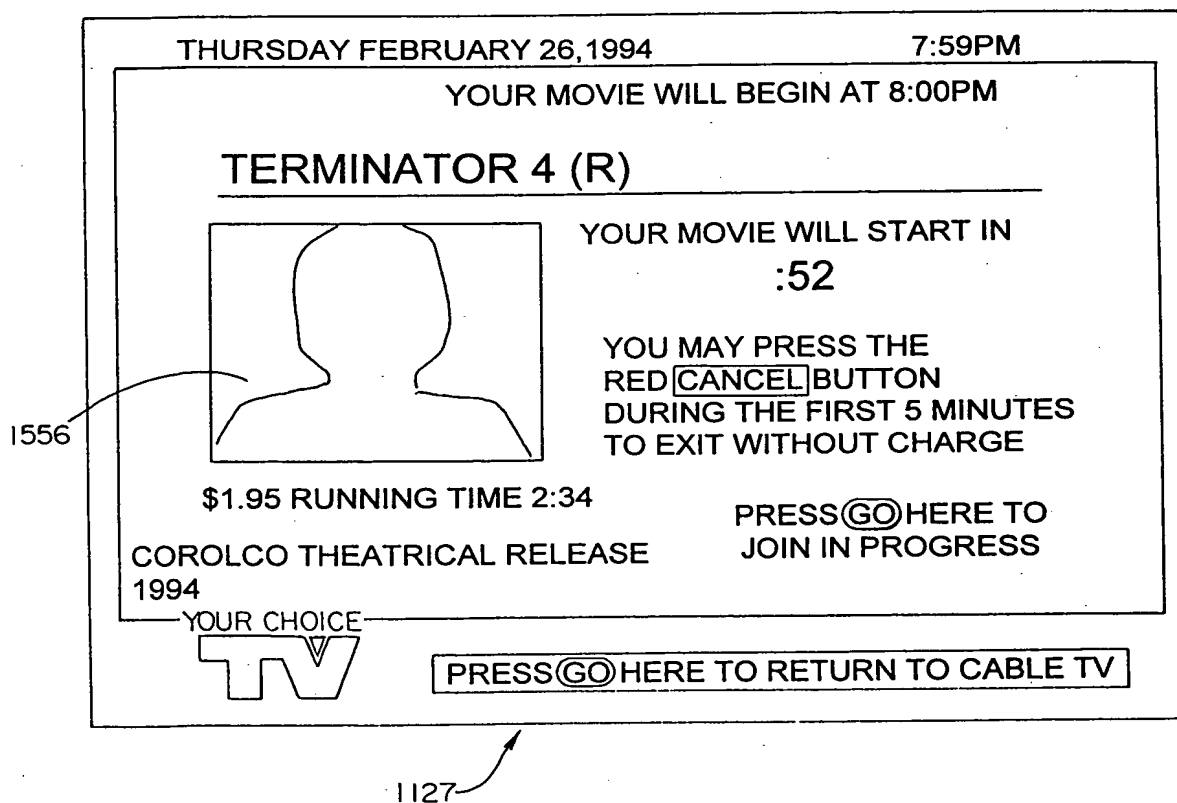


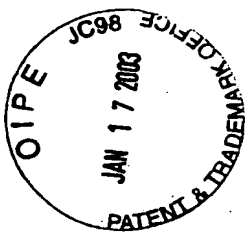
*Fig. 28b*



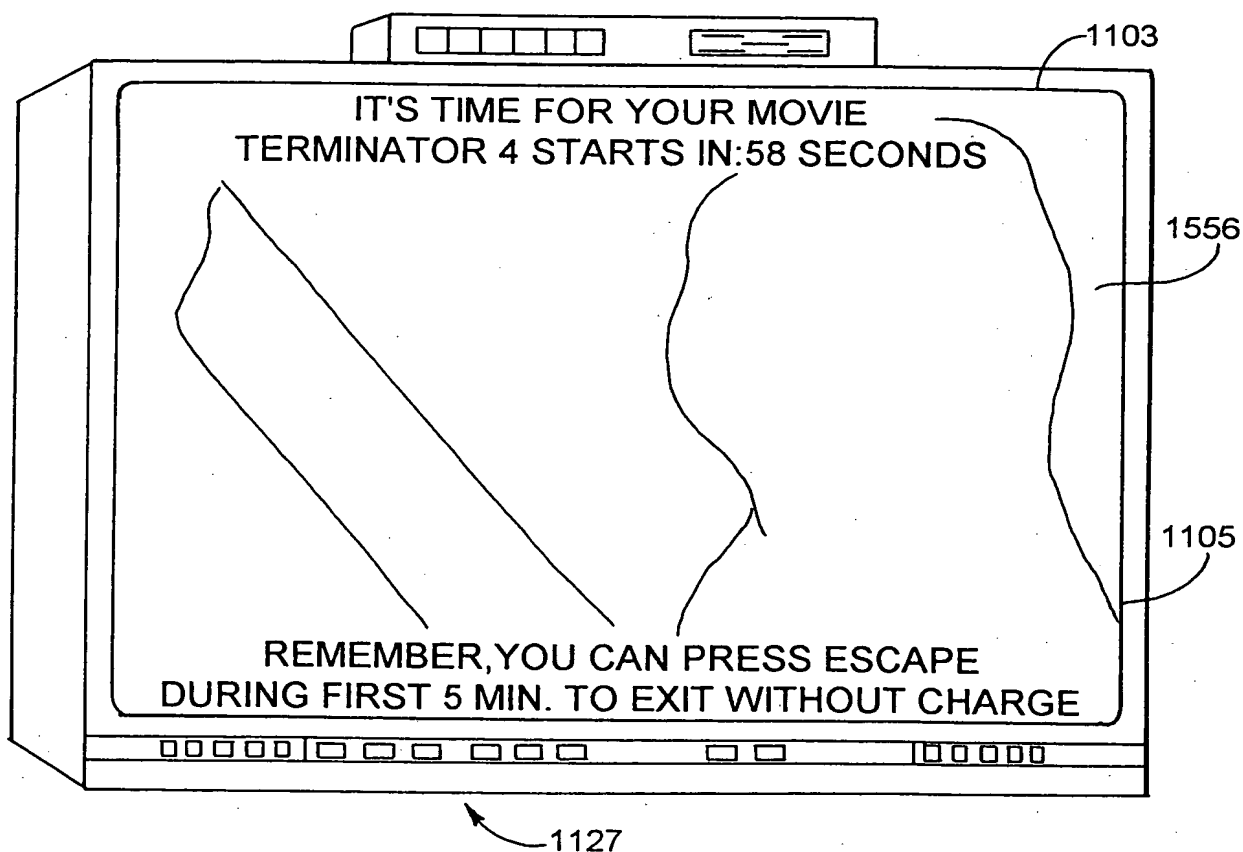


*Fig. 29a*



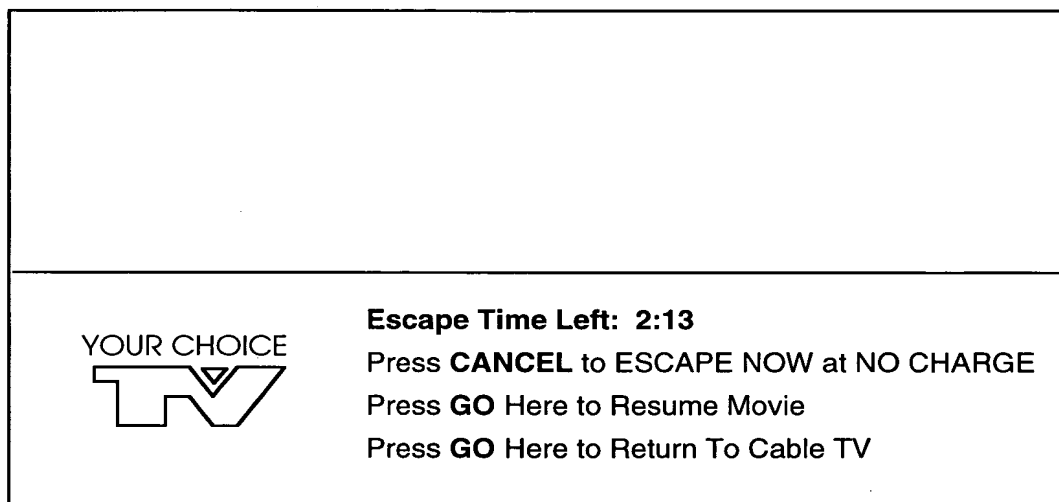


*Fig. 29b*

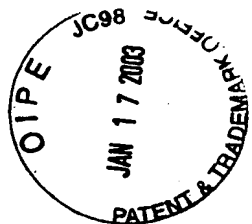




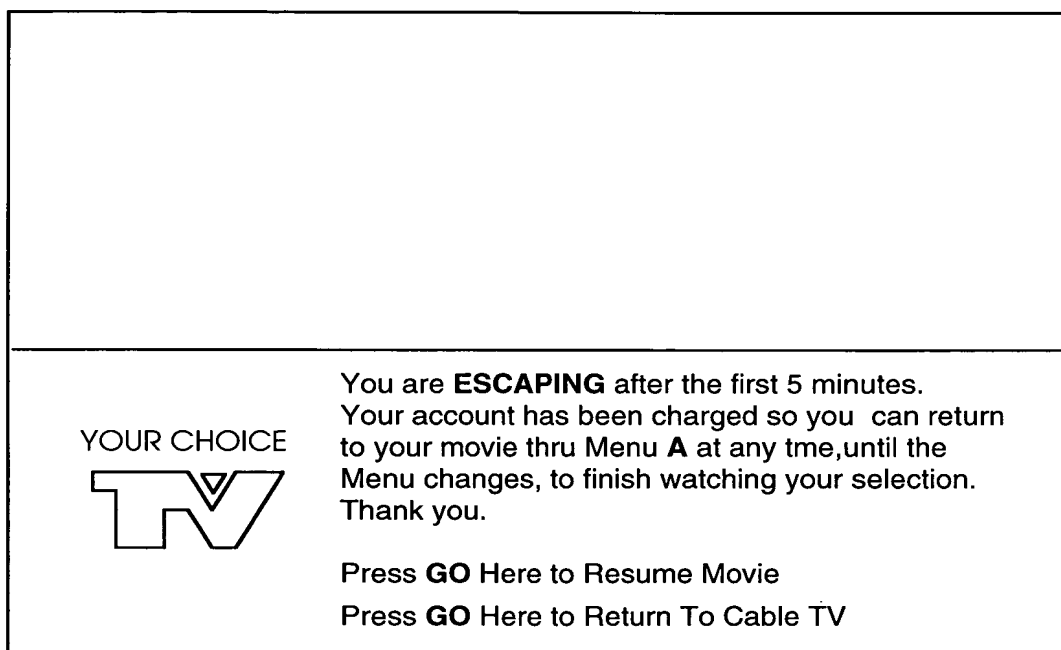
*Fig. 30a*

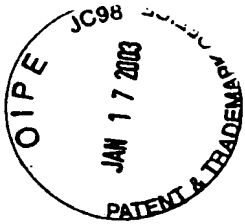


1130



*Fig. 30b*





*Fig. 30c*

THURSDAY FEBRUARY 26, 1994
7:59PM

### TERMINATOR 4 (R)

---

YOUR ACCOUNT HAS ALREADY BEEN CHARGED FOR THIS SELECTION SO PLEASE ENJOY UNTIL THE MENU CHANGES ON 03/01/94. YOU CAN JOIN THE SELECTION IN PROGRESS AT ANY OF THE FOLLOWING TIMES.

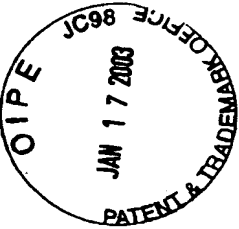
JUST PRESS **GO**

NEXT	1-15	16-30	31-45	46-60	61-75	76-90	91-105	106
START	MIN	MIN	MIN	MIN	MIN	MIN	MIN	MIN
TIME	IN	IN	IN	IN	IN	IN	IN	END




YOUR CHOICE

PRESS **GO** HERE TO RETURN TO CABLE TV

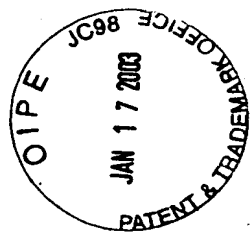
1135



*Fig. 31a*

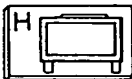
THURSDAY, OCTOBER 26, 1994		8:10PM
	<h2>HDTV</h2> <p>HIGH DEFINITION TELEVISION</p>	
<p>THIS MENU OF SERVICES IS NOT ACTIVE YET AS HDTV WILL NOT BE AVAILABLE UNTIL 1995. THE FCC HAS APPROVED A DIGITAL TRANSMISSION STANDARD FOR THIS REVOLUTIONARY NEW MEDIUM WHICH WILL NEARLY TRIPLE CURRENT TELEVISION RESOLUTION. NEW TELEVISION SETS DISPLAYING HDTV WILL HAVE A WIDER ASPECT RATIO, LIKE A MOVIE THEATER SCREEN.</p> <p>SEVERAL CABLE NETWORKS LIKE HBO, SHOWTIME, AND DISCOVERY, WILL BE INTRODUCING EXCITING NEW HDTV CHANNELS FOR YOUR ENJOYMENT THROUGH THIS MENU. WE'LL KEEP YOU POSTED.</p>		
<div style="display: flex; justify-content: space-between; align-items: center;"><div style="text-align: center;"><p>YOUR CHOICE</p></div><div style="border: 1px solid black; padding: 5px; text-align: center;"><p>PRESS  HERE TO RETURN TO CABLE TV</p></div></div>		

1032



*Fig. 31b*

WEDNESDAY, JANUARY 17, 1996 9:12 AM

 HDTV  
HIGH DEFINITION TELEVISION  
YOU ARE A CURRENT SUBSCRIBER TO ALL HDTV SERVICES.  
ENJOY

PRESS **GO** ON THE HDTV CHANNEL YOU WANT TO VIEW  
DISCOVERY'S WINDOW ON THE WORLD **WOW**

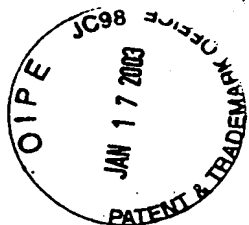
HBO IN HIGH DEFINITION
SHOWTIME IN HIGH DEFINITION
HIT MOVIES FROM YOUR CHOICE TV™
OTHER HDTV SELECTIONS

YOUR CHOICE  
**TV**

PRESS **GO** HERE TO RETURN TO CABLE TV



1232

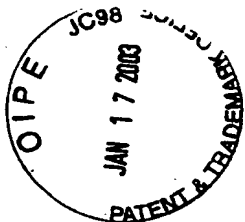




*Fig. 32a*


THURSDAY, OCT. 26 1994 7:57PM

G		X*PRESS TV GUIDE LIBERTY SERVICE
PRESS GO ON ANY ITEM FOR SHOW SCHEDULES		
NETWORK SCHEDULES		NEXT 7 DAYS
TODAY'S SCHEDULES		NEXT 6 HOURS
TV GUIDE PICKS ALL NETWORKS NEXT 7 DAYS		
NOTE PRESS <u>GUIDE RECORD</u> BUTTON ON ANY SHOW LISTED AND WE WILL AUTOMATICALLY SET YOUR VCR TO TAPE IT		
YOU HAVEN'T SUBSCRIBED TO TV GUIDE X*PRESS YET		
YOUR CHOICE	PRESS GO HERE TO ORDER FOR JUST 2.95/MO.	
	PRESS GO HERE TO RETURN TO CABLE T.V.	



*Fig. 32b*

Thursday, October 26, 1994 7:59 PM



**X\*PRESS**  
NETWORK  
SCHEDULES  
Next 7 Days

Press **GO** on Any Network for Schedule Info

13	WJZ/ABC	27	LEARNING
14	HEADLINE	28	DISNEY
15	C-SPAN	29	HBO
16	C-SPAN II	30	CINEMAX
17	WWOR	31	SHOWTIME
18	ESPN	32	LOCL GOVT.
19	NICKELODEON	33	A & E
20	WDCA/IND	34	HITS
21	FAMILY	35	WERU/IND.
22	WMP/PBS	36	WTBS
23	LIFETIME	37	NASHVILLE
24	INTERFAITH	38	VH-1
25	BET	39	MTV
26	WETA/PBS		

2 WMAR/NBC

3 LOCAL WEATHER

4 WRC/NBC

5 WTTG/FOX

6 CNN

7 WJLA/ABC

8 DISCOVERY


9 WUSA/CBS

10 TNT

11 WBAL/CBS

12 USA

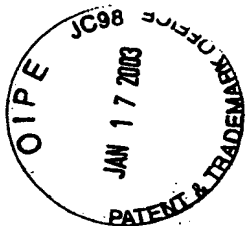
YOUR CHOICE



Press **GO** Here to Return to Menu G

Press **GO** Here to Return to Cable TV





*Fig. 32c*

Thursday, October 26, 1994 7:59 PM

PROGRAMMING SCHEDULES Next 7 Days

HBO TV Guide X\*PRESS

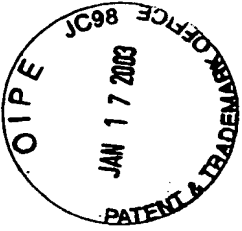
Press **GO** on Any Network for Schedule Info

TODAY	October 26, 1994
FRIDAY	October 27, 1994
SATURDAY	October 28, 1994
SUNDAY	October 29, 1994
MONDAY	October 30, 1994
TUESDAY	October 31, 1994
WEDNESDAY	November 1, 1994

YOUR CHOICE

Press **GO** Here for NETWORK SCHEDULES  
Press **GO** Here to Return to Menu G - GUIDE  
Press **GO** Here to Return to Cable TV






*Fig. 32d*

Thursday, October 26, 1994
7:59 PM

HBO


  
Guide


X\*PRESS

Press **GO** On The Show You Want To Review

Press **GUIDE RECORD** on Any Show to Automatically Set Your VCR to Tape

Press <b>GO</b> on Arrow Bars to Move Schedule	8:00 pm	Making of Terminator 4
	8:30 pm	Dream On
	9:00 pm	Great Fights of the 1980's
	9:30 pm	Robin Williams of The Comedy Shop
	10:00 pm	Patriot Games (R)
	12 Mid	Passenger 57 (R)
	2:00 am	JFK (R)
4:00 am	Home Alone II (G)	

YOUR CHOICE



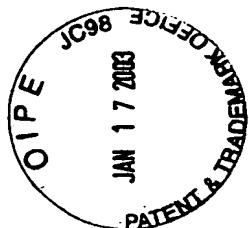
Press **GO** Here for HBO 7-day Schedule

Press **GO** Here for NETWORK SCHEDULES




Press **GO** Here to Return to Menu G - GUIDE

Press **GO** Here to Return to Cable TV

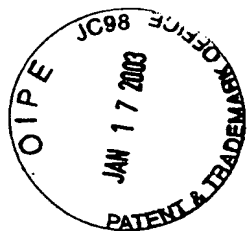






*Fig. 32e*

Thursday, October 26, 1994		7:59 PM
	HBO SCHEDULE	show description
	X*PRESS	
<p>Press <b>GUIDE RECORD</b> on Any Show to Automatically Set Your VCR to Tape</p> <p><b>GREAT FIGHTS OF THE 1980's</b> 9:00 pm 10/26/94 on HBO</p> <p>This 30 minute special takes a look at the great boxing duels of the 1980's. Compiled from HBO's sports library and features Sugar Ray Leonard, the Spinks brothers, Mike Tyson, Boom Boom Mancini and many others. Includes the 10 greatest knockout punches landed in the 80's.</p>		
YOUR CHOICE		Press <b>GO</b> Here to Return to Schedule Press <b>GO</b> Here to Return to Cable TV
		

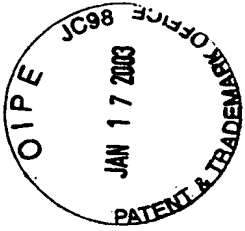




*Fig. 32f*

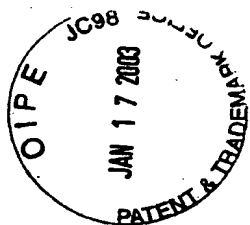
Thursday, October 26, 1994		7:59 PM
	<p>Your <b>GUIDE RECORD</b> has been activated for:</p> <p><b>9:00 pm GREAT FIGHTS OF THE 1980's</b></p> <p>on: Thursday, October 26, 1994 from: 9:00 pm ET to: 9:30 pm ET</p> <p>Make sure your VCR is turned on and a tape is loaded</p> <p>We'll handle the rest!</p>	
<p>YOUR CHOICE</p> 	<p>Press <b>GO</b> Here for GUIDE RECORD Memory</p> <p>Press <b>GO</b> Here to Return to Schedule</p> <p>Press <b>GO</b> Here to Return to Cable TV</p>	





*Fig. 32g*

CURRENT TIME: 9:45 PM	BROADCAST TV MENU	WELCOME!
CATEGORIES OF PROGRAM MENUS		
PRESS GO FOR ANY CATEGORY		
FAVORITE CHANNELS POPULAR SHOWS MURDER/MYSTERY PROGRAMS NEWS AND INFORMATION		OFTEN WATCHED CHANNELS CHILDREN'S PROGRAMS DOCUMENTARIES OTHER
PRESS GO HERE TO RETURN TO HOME MENU		

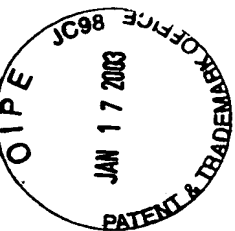


*Fig. 32h*

CURRENT TIME: 9:45 PM	FAVORITE CHANNEL PROGRAM MENU	PROGRAMS IN PROGRESS
PROGRAMS AT YOUR COMMAND		
PRESS GO ON ANY TITLE TO WATCH THAT PROGRAM		
NBC NIGHTLY NEWS (NBC) WHEEL OF FORTUNE (ABC) CHEERS (WZZZ) GOLDEN GIRLS (WZWZ)	CBS NIGHTLY NEWS (CBS) MACNEIL/LEHRER REPORT (PBS) MURPHY BROWN (WYZZ) IN THE HEAT OF THE NIGHT (WZXZ)	
PRESS GO HERE TO RETURN TO HOME MENU		

1256





MOOD QUESTION MENUS

1260

LENGTH OF PROGRAM DESIRED

SHORT	30 minutes or less
MEDIUM	30 to 60 minutes
LONG	60 minutes or more

*Fig. 32i*

1262

TYPE OF PROGRAM DESIRED

SERIOUS
THOUGHTFUL
LIGHT

*Fig. 32j*

1264

DO YOU WISH AN ACTIVE OR PASSIVE PROGRAM?

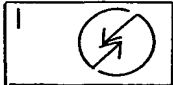
ACTIVE
PASSIVE

*Fig. 32k*




*Fig. 33a*

THURSDAY, OCTOBER 26, 1994 8:00PM


 **INTERACTIVE SERVICES**  
LEVEL A




THERE ARE THREE LEVELS OF INTERACTIVITY POSSIBLE  
WITH YOUR CABLE TELEVISION DIGITAL CONVERTER.

LEVEL A IS LIVE INTERACTIVITY WITH SPECIALLY  
ENCODED CABLE AND BROADCAST PROGRAMS...  
AVAILABLE WHENEVER YOU SEE THIS SYMBOL...

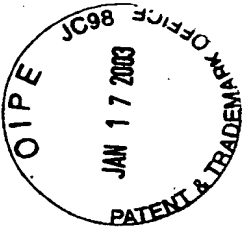


THIS SERVICE OFFERS ENLIGHTENING INFORMATION  
ABOUT PROGRAMS, FUN QUIZZES FOR THE FAMILY,  
GEOGRAPHICAL FACTS, CONTESTS, AND MUCH MORE!

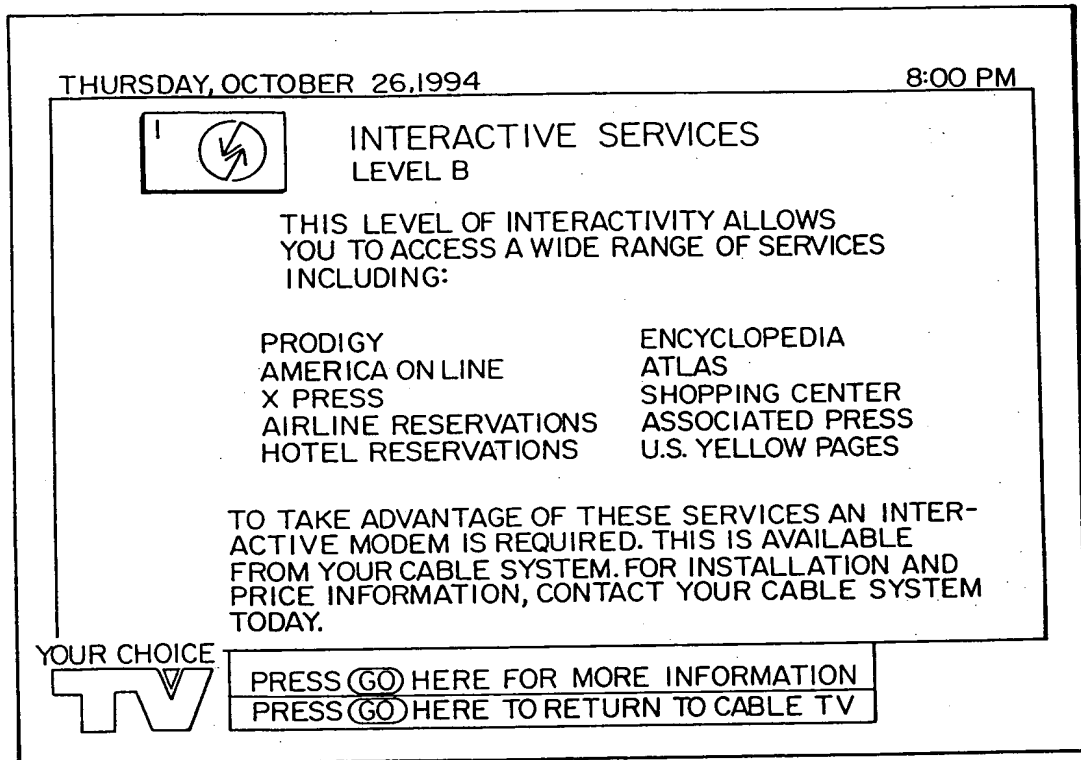


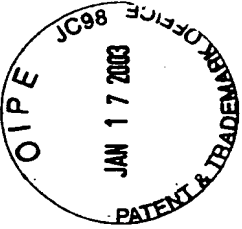
PRESS  HERE TO ORDER LEVEL A INTERACTIVITY FOR JUST
\$4.95 PER MONTH AND ENJOY INTERACTIVITY IMMEDIATELY
PRESS  HERE FOR MORE INFORMATION
PRESS  HERE TO RETURN TO CABLE TV

1304







*Fig. 33b*

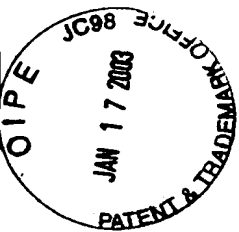




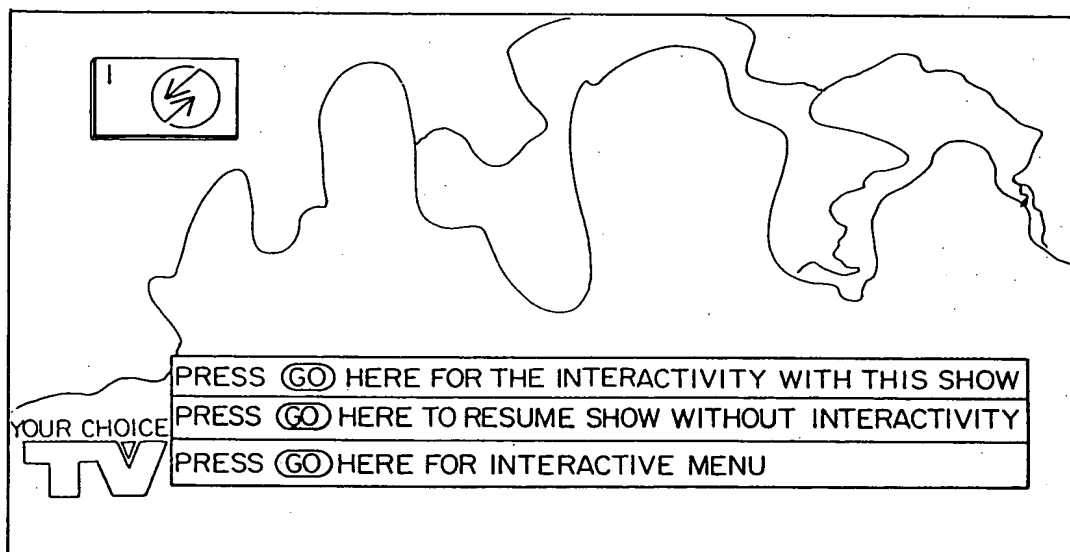
*Fig. 33c*

THURSDAY, OCTOBER 26, 1994		8:00 PM
1		<h2 style="margin: 0;">INTERACTIVE SERVICES</h2> <p style="margin: 0;">LEVEL C</p> <p style="margin: 10px 0;">YOUR DIGITAL CONVERTER CAN BE CONNECTED TO SPECIALLY ADAPTED CD-1 AND CD-ROM UNITS THAT OFFER AN ENORMOUS RANGE OF MULTI-MEDIA EXPERIENCES FOR YOU AND YOUR FAMILY. YOUR CABLE SYSTEM REPRESENTATIVE CAN DESCRIBE ALL THE DETAILS.</p> <p style="margin: 10px 0;">A FREE BROCHURE IS AVAILABLE.</p> <p style="margin: 10px 0;">PLEASE CALL TODAY FOR DETAILS.</p> <div style="border: 1px solid black; padding: 5px; margin: 10px 0;"><p style="margin: 0;">PRESS  HERE TO ORDER LEVEL A INTERACTIVITY FOR JUST \$4.95 PER MONTH AND ENJOY INTERACTIVITY IMMEDIATELY</p><p style="margin: 0;">PRESS  HERE TO RETURN TO CABLE TV</p></div>
<p style="margin: 0;">YOUR CHOICE</p> 		

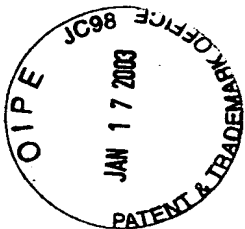
1308



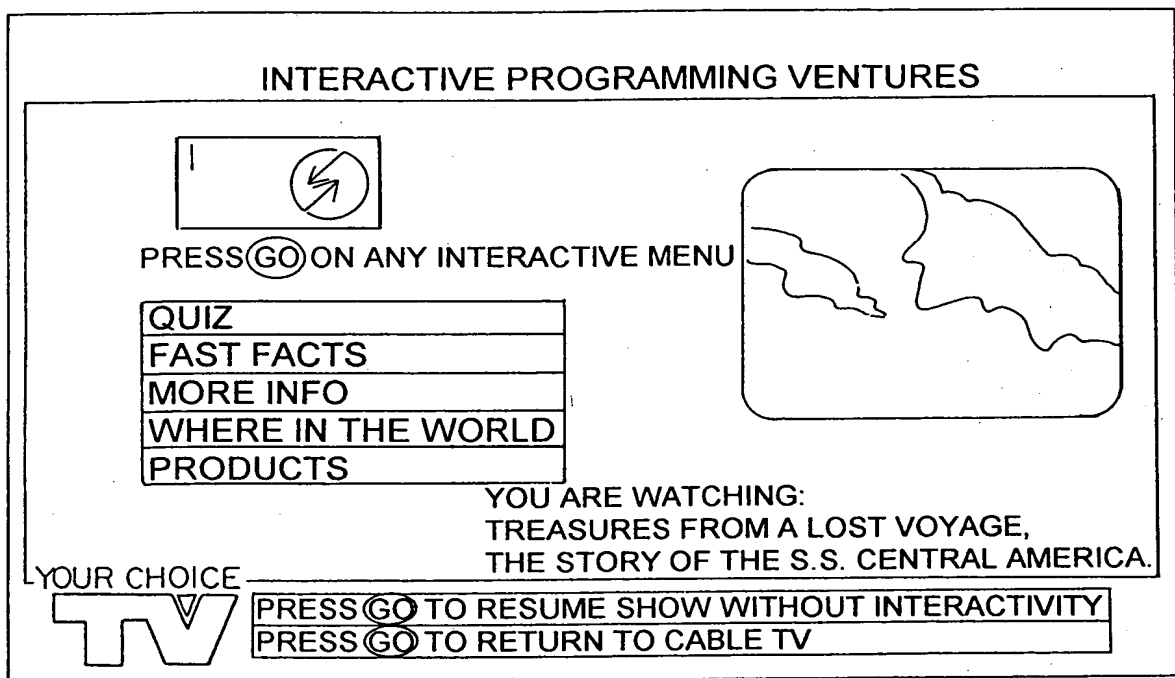
*Fig. 33d*



1310



*Fig. 33e*



1312

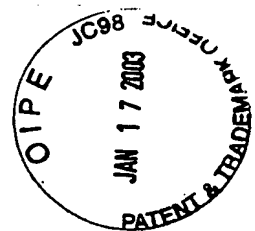
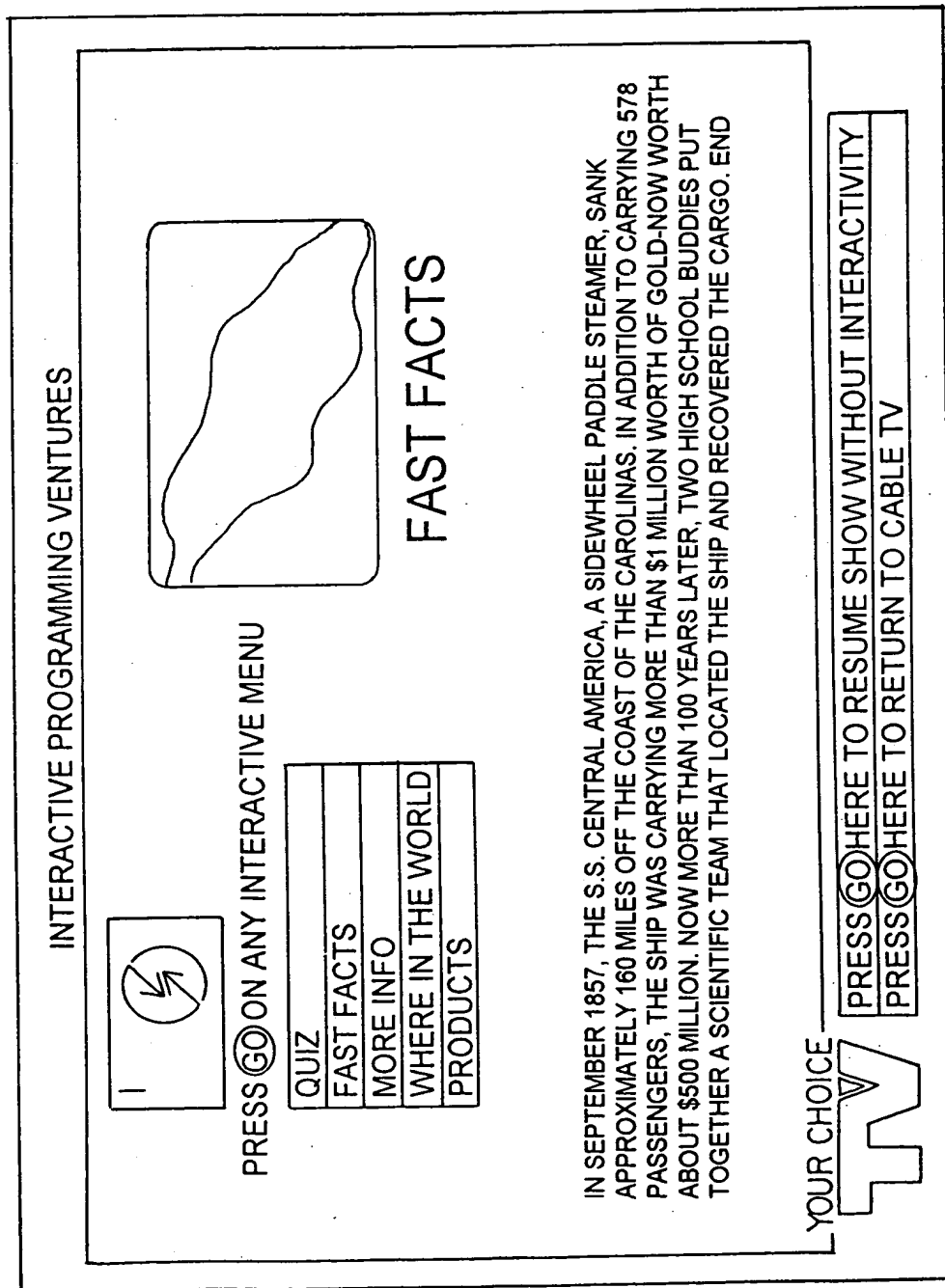
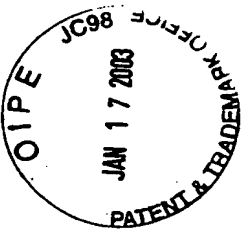
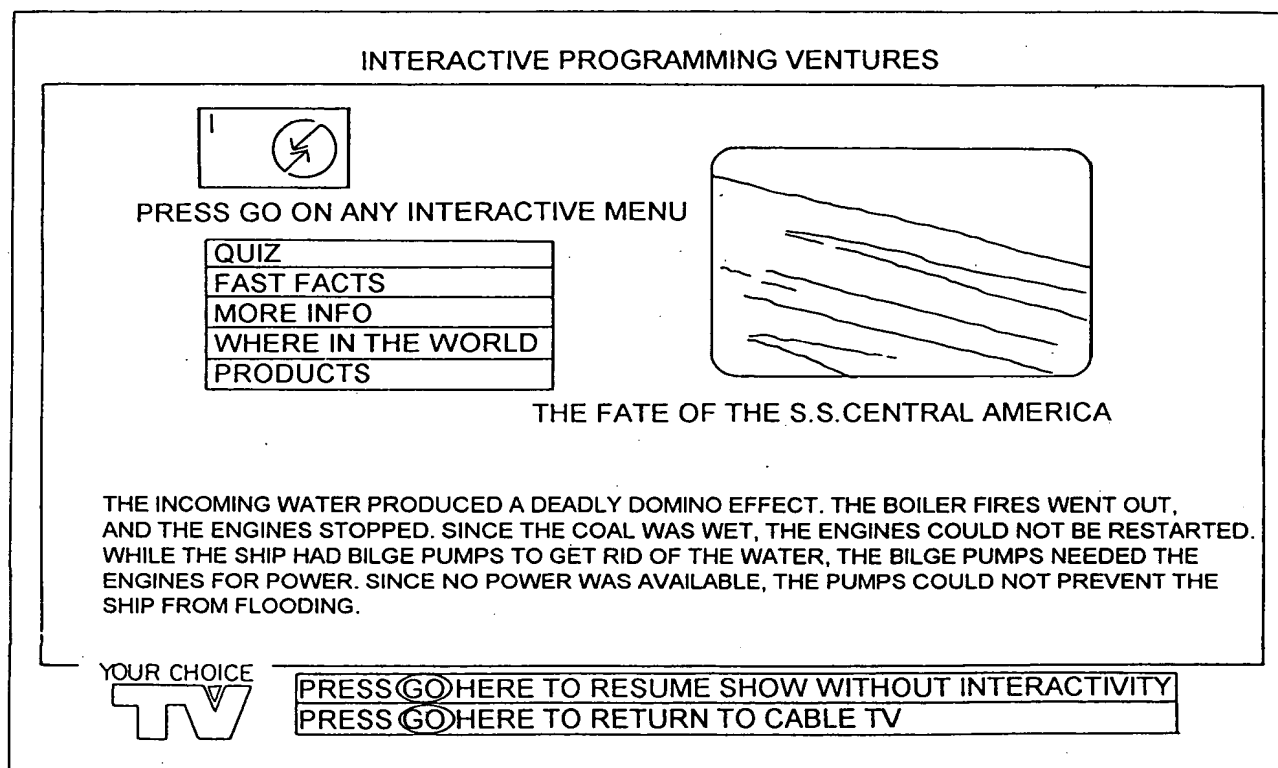


Fig. 33f



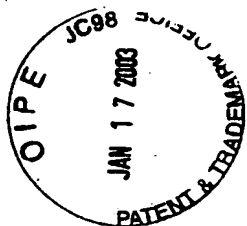


*Fig. 33g*




1316





*Fig. 33h*

INTERACTIVE PROGRAMMING VENTURES™



PRESS (GO) ON ANY INTERACTIVE MENU

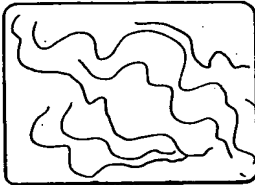
QUIZ

FAST FACTS

MORE

WHERE IN THE WORLD

PRODUCTS



PRESS (GO) ON YOUR ANSWER

QUESTION 1 OF 48

WHAT IS THE MINIMUM WIND SPEED  
REQUIRED FOR A STORM TO BE  
CLASSIFIED AS A HURRICANE?

MORE THAN 40 MPH


MORE THAN 65 MPH

MORE THAN 74 MPH

MORE THAN 85 MPH

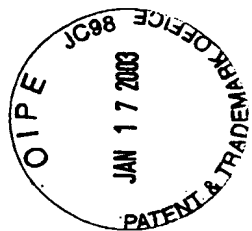
MORE THAN 100 MPH

YOUR CHOICE

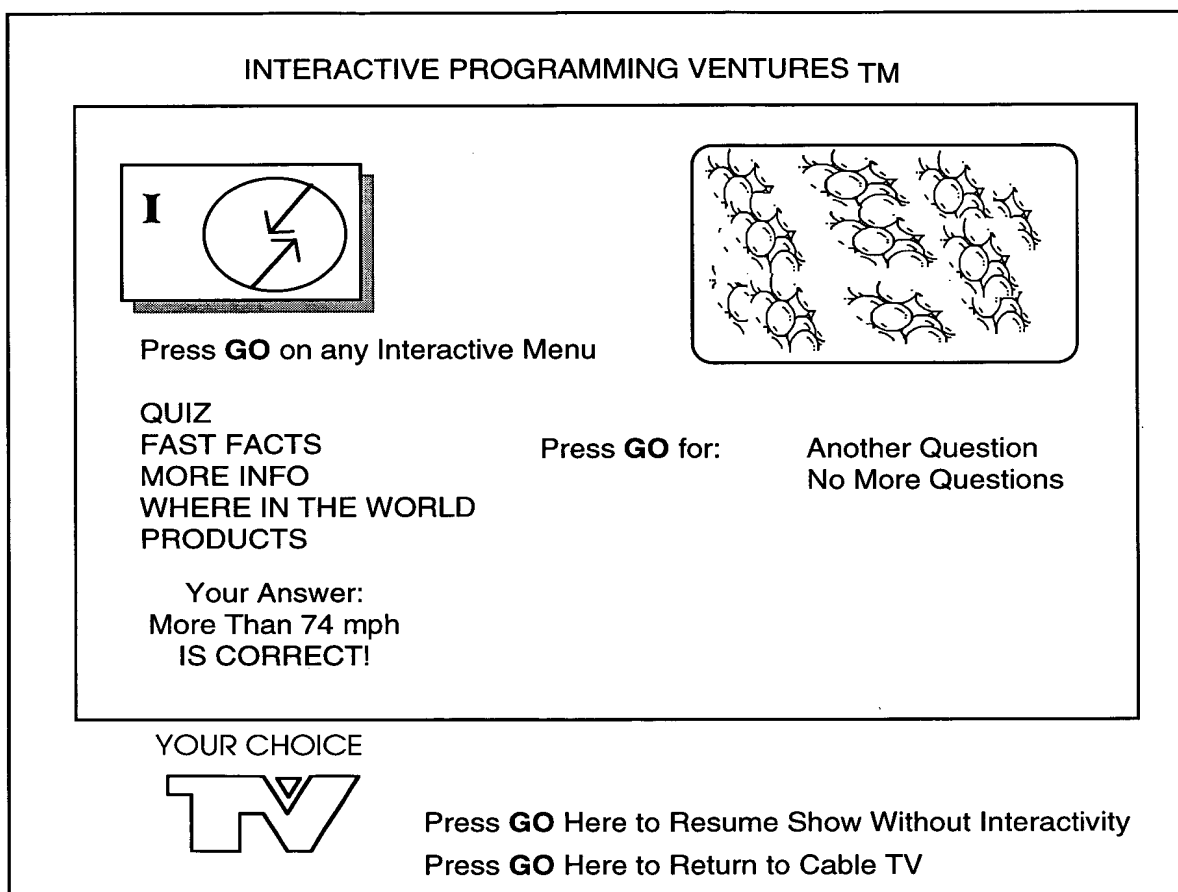


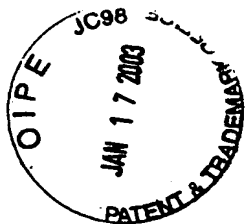
PRESS (GO) HERE TO RESUME SHOW WITHOUT  
INTERACTIVITY

PRESS (GO) HERE TO RETURN TO CABLE TV

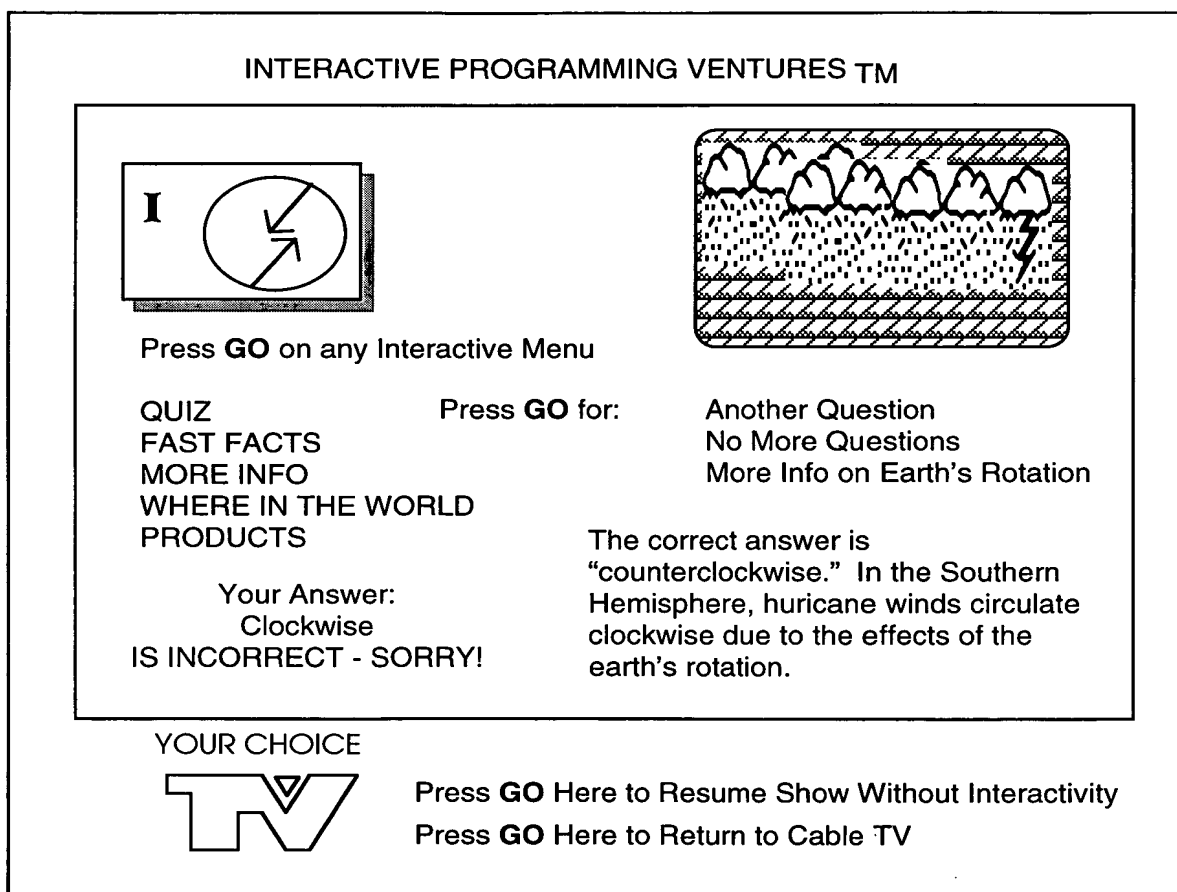


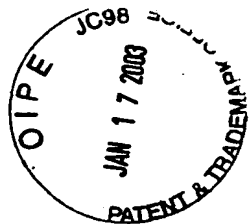
*Fig. 33i*





*Fig. 33j*





*Fig. 34a*

THURSDAY OCTOBER 26 1994
8:02 PM

## INTERACTIVE SERVICES

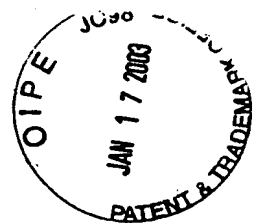
PRESS (GO) ON ANY TITLE FOR MORE INFORMATION

PRODIGY	SHOPPING CENTER
AMERICA ON LINE	GAMES
X PRESS	ATLAS
AIRLINE RESERVATIONS	ASSOCIATED PRESS
HOTEL RESERVATIONS	U.S. YELLOW PAGES
ENCYCLOPEDIA	CABLE FAX MAIL

YOUR CHOICE

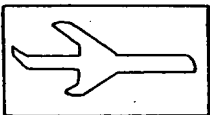
PRESS (GO) HERE TO RETURN TO CABLE TV

1330





*Fig. 34b*


THURSDAY, OCTOBER 26, 1994 8:03 PM





AIRLINE INFORMATION  
AND RESERVATIONS


PRESS  HERE TO CHECK ON YOUR CURRENT RESERVATIONS

PRESS  HERE TO CHECK OR MAKE AIRLINE RESERVATIONS

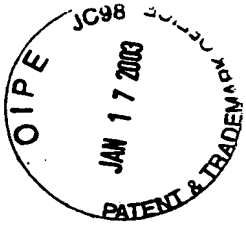
YOUR CHOICE 

PRESS  HERE TO CONTINUE



PRESS  HERE TO ERASE ABOVE AND REPEAT

PRESS  HERE TO RETURN TO CABLE TV

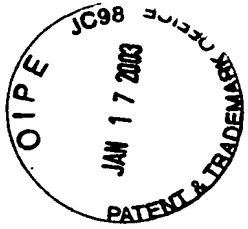
1332



*Fig. 34c*

Thursday, October 26, 1994		7:59 PM													
<div style="display: flex; align-items: center; justify-content: center;"><div style="border: 1px solid black; padding: 5px; margin-right: 10px;"></div><div><b>AIRLINE INFORMATION AND RESERVATIONS</b></div></div>															
<p>Press <b>GO</b> Here to Check on Your Current Reservations</p> <p>Press <b>GO</b> Here to Check or Make Airline Reservations</p> <p>Domestic Flight      or      International Flight</p> <p>Press <b>GO</b> on the year of your flight:</p> <p>1994                      or                      1995</p> <p>Press <b>GO</b> on the month of your flight:</p> <table style="width: 100%; text-align: center; border: none;"><tr><td>JAN</td><td>FEB</td><td>MAR</td><td>APR</td><td>MAY</td><td>JUN</td></tr><tr><td>JUL</td><td>AUG</td><td>SEP</td><td>OCT</td><td>NOV</td><td>DEC</td></tr></table>				JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
JAN	FEB	MAR	APR	MAY	JUN										
JUL	AUG	SEP	OCT	NOV	DEC										
<b>YOUR CHOICE</b>		<p>Press <b>GO</b> Here to Continue</p> <p>Press <b>GO</b> Here to Erase Above and Repeat</p> <p>Press <b>GO</b> Here to Return to Cable TV</p>													
															






*Fig. 34d*

Thursday, October 26, 1994

7:59 PM



**AIRLINE INFORMATION AND RESERVATIONS**


Press **GO** on the STATE You will DEPART:

AL	AK	AZ	AR	CA	CO	CT	DE	FL	GA
HI	ID	IL	IN	IA	KS	KY	LA	ME	MD
MA	MI	MN	MS	MO	MT	NE	NV	NH	NJ
SD	TN	TX	UT	VT	VA	WA	WV	WI	WY
D.C.									

Press **GO** on the STATE you will ARRIVE:

AL	AK	AZ	AR	CA	CO	CT	DE	FL	GA
HI	ID	IL	IN	IA	KS	KY	LA	ME	MD
MA	MI	MN	MS	MO	MT	NE	NV	NH	NJ
SD	TN	TX	UT	VT	VA	WA	WV	WI	WY
D.C.									

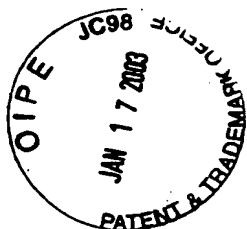
YOUR CHOICE



Press **GO** Here to Continue

Press **GO** Here to Erase Above and Repeat

Press **GO** Here to Return to Cable TV



*Fig. 34e*

Thursday, October 26, 1994
7:59 PM

**AIRLINE INFORMATION  
AND RESERVATIONS (Continued)**

Press **GO** on the ARIZONA airport you will DEPART:

PHOENIX PRESCOTT	FLAGSTAFF YUMA	TUCSON Minor Airport List
---------------------	-------------------	------------------------------

Press **GO** on the DC airport you will ARRIVE:

NATIONAL	DULLES	BWI
----------	--------	-----

Check Flights to all Three D.C. Airports

Press **GO** on your preferred departure time:

Morning	Mid-day	Late aft.	eve/night	anytime
---------	---------	-----------	-----------	---------

Press **GO** on your preferred arrival time:

Morning	Mid-day	Late aft.	eve/night	anytime
---------	---------	-----------	-----------	---------

YOUR CHOICE

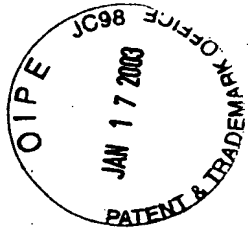
Press **GO** Here to Continue

Press **GO** Here to Erase Above and Repeat

Press **GO** Here to Return to Cable TV



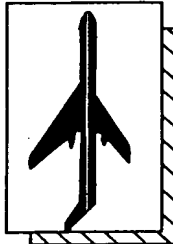




1340

Fig. 34f

Thursday, October 26, 1994 8:04PM

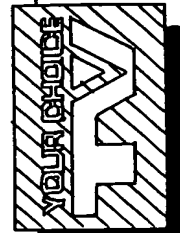


## AIRLINE INFORMATION AND RESERVATIONS(continued)

Here are your airline flight options for a morning departure from Phoenix to Dulles.

Press **GO** on Any Flight to Check Availability and Fare

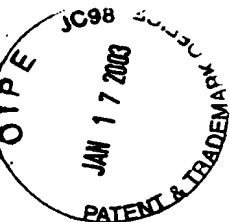
Depart Time	Arrive Time	Airline	Flight No.	Stops	Connecting Through
6:15AM	1:30PM	AMERICAN	32	0	
7:30AM	2:45PM	AMERICAN	212	0	
8:00AM	3:07PM	DELTA	49	0	
10:30AM	7:15PM	US AIR	285	1	Chicago
11:25AM	6:10PM	UNITED	10	0	
11:45AM	8:40PM	UNITED	77	1	Dallas



Press **GO** Here to Return to Airline Main Menu

Press **GO** Here to Return to Menu

Press **GO** Here to Return to Cable TV



*Fig. 34g*

Thursday, October 26, 1994
7:59 PM

**AIRLINE INFORMATION  
AND RESERVATIONS (Continued)**

DELTA FLIGHT # 49 from Phoenix to Dulles direct  
departs 8:00 AM and arrives 3:07 PM

To check availability, enter month, day and year  
with your remote - example 03 21 94

Month:      11              Day: 25              Year:      9

Press **GO** Here to Erase Above Entries and Repeat  
Press **GO** Here if Above Entries are Correct

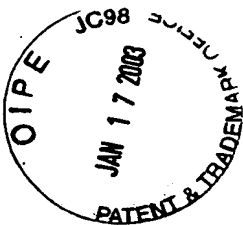
YOUR CHOICE

Press **GO** Here to Return to Airline Main Menu

Press **GO** Here to Return to Menu I

Press **GO** Here to Return to Cable TV



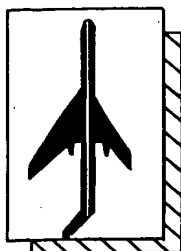


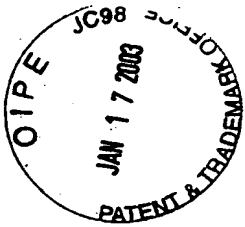
1344

**Fig. 34h**

**Thursday, October 26, 1994**

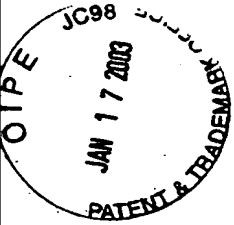
8:05PM





*Fig. 34i*

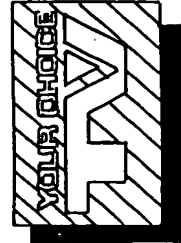
THURSDAY, OCTOBER 26, 1994		8:06PM	
<div style="display: flex; align-items: center; justify-content: center;"><div style="border: 1px solid black; padding: 5px; margin-right: 10px;"></div><div><h2 style="margin: 0;">AIRLINE INFORMATION AND RESERVATIONS (CONTINUED)</h2></div></div>			
YOU HAVE SELECTED SEATS: 23A, 23B DELTA FLIGHT #49 FROM PHEONIX TO WASH. DULLES DATE: 11/25/94 DEPARTS 8:00AM AND ARRIVES 3:07PM			
ONE WAY FARE: \$295.00 23A		ROUND TRIP FARE: \$419.00 23A	
<u>\$295.00</u> 23B		<u>\$419.00</u> 23B	
TOTAL \$590.00		TOTAL \$838.00	
PRESS GO HERE TO SELECT <u>ONE WAY</u> OR <u>ROUND TRIP</u>			
TO CONFIRM YOUR RESERVATION:			
YOUR CHOICE <b>TV</b>	PRESS <u>GO</u> HERE TO CHARGE TO YOUR CREDIT CARD		
	PRESS <u>GO</u> HERE AND AN AGENT WILL CALL YOU		
	PRESS <u>GO</u> HERE TO EXIT WITHOUT RESERVATION		

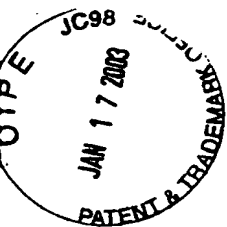


1348

Fig. 34j

Thursday, October 26, 1994	8:06 PM	<h1 style="margin: 0;">AIRLINE INFORMATION AND RESERVATIONS(continued)</h1>																	
		<h2 style="margin: 0;">CREDIT CARD CHARGE</h2>																	
Press  on Credit Card You Want to Use:		<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 25%;">Amount: \$590.00</td> <td style="width: 25%;">Delta Flight # 49</td> <td style="width: 25%;">Discover</td> <td style="width: 25%;">Master Charge</td> </tr> <tr> <td colspan="4" style="text-align: center;">One Way: Phoenix to Dulles Date: 11/25/94</td> </tr> <tr> <td colspan="4" style="text-align: center;">Departs: 8:00AM Arrives: 3:07 PM Dinner</td> </tr> <tr> <td style="text-align: center;">American Express</td> <td style="text-align: center;">Visa</td> <td style="text-align: center;">Discover</td> <td style="text-align: center;">Master Charge</td> </tr> </table>		Amount: \$590.00	Delta Flight # 49	Discover	Master Charge	One Way: Phoenix to Dulles Date: 11/25/94				Departs: 8:00AM Arrives: 3:07 PM Dinner				American Express	Visa	Discover	Master Charge
Amount: \$590.00	Delta Flight # 49	Discover	Master Charge																
One Way: Phoenix to Dulles Date: 11/25/94																			
Departs: 8:00AM Arrives: 3:07 PM Dinner																			
American Express	Visa	Discover	Master Charge																
Enter Your Credit Card Number:		<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 25%;">2</td><td style="width: 25%;">1</td><td style="width: 25%;">7</td><td style="width: 25%;">7</td></tr> <tr> <td style="width: 25%;">3</td><td style="width: 25%;">5</td><td style="width: 25%;">0</td><td style="width: 25%;">9</td></tr> <tr> <td style="width: 25%;">9</td><td style="width: 25%;">7</td><td style="width: 25%;">0</td><td style="width: 25%;">9</td></tr> <tr> <td style="width: 25%;">7</td><td style="width: 25%;">0</td><td style="width: 25%;">9</td><td style="width: 25%;">7</td></tr> </table>		2	1	7	7	3	5	0	9	9	7	0	9	7	0	9	7
2	1	7	7																
3	5	0	9																
9	7	0	9																
7	0	9	7																
Enter Expiration Date (example		) :																	
Month:		Year:																	
Press  Here to Erase Above and Repeat		Press  Here to Cancel Above and Exit																	
Press  Here to Confirm Above Charge		Press  Here to Confirm Above Charge																	





*Fig. 34k*

THURSDAY, OCTOBER 26, 1994 8:06PM

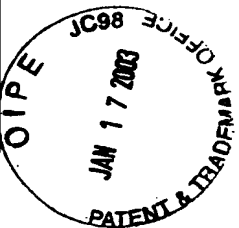
AIRLINE INFORMATION  
AND RESERVATIONS

PROCESSING YOUR CHARGE NOW



YOUR CHOICE  
**TV**

PRESS **GO** TO RETURN TO CABLE TV

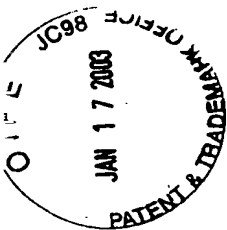
1350



*Fig. 34l*

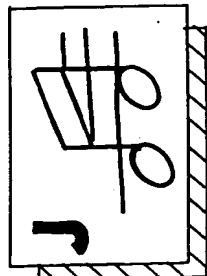
Thursday, October 26, 1994		8:06 PM	
		AIRLINE INFORMATION AND RESERVATIONS	
Your flight has ben booked, seats reserved, and your credit card has been charged. This is your confirmation #R03574661			
Press <b>GO</b> Here to pick up your tickets at the Delta airport counter Press <b>GO</b> Here to have your tickets mailed to you			
For your convenience:		Press <b>GO</b> Here to store your credit card # <b>IN MEMORY</b> for your next reservation	
You can recheck your reservation through <b>MENU I</b> , Airline Reservations			
YOUR CHOICE			
		Press <b>GO</b> Here to Return to Cable TV	





Thursday, October 26, 1994


8:08 PM



# DMX Demonstration



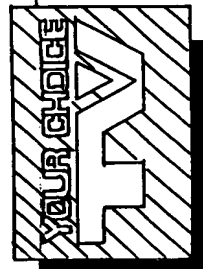
Here are the menu options you'll enjoy:


Press  On the station you want

1038

Top 5	Hard Rock	Easy Listening	New Age	Country Top 40	Rhythm and Blues	Classical
Top 10	Heavy Metal	Instrumentals	Favorite Light Rock	New Country	Blues Legends	Classical Piano
Top 40	Rock Classics	Easy List. Favorites	Beatles Only	Country Classics	Soul	Classical Strings
Rock	Rap	Jazz	Rock Legends	Bluegrass	Soul Classics	Classical Guitar
'30s	'40s	'50s	'60s	'70s	'80s	'90s
Waltz	Latin	Disco	Polka	Reggae	Dance Fever	Teen Dance
You are Listening to: MAGGIE MAY by Rod Stewart 1972						
More Information on Current Artist/Song						
						Screen ON/OFF

All this for just \$ 4.95 per month. Less than 1/2 the cost of one CD! ORDER NOW.

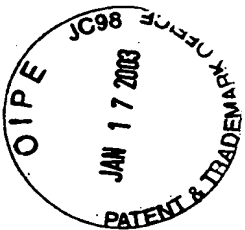


Press  Here to Order DMX

Press  Here to Return to Cable TV

Fig. 35a






*Fig. 35b*

THURSDAY, OCTOBER 26, 1994


8:08PM




## MUSIC FROM DMX

DIGITAL MUSIC EXPRESS

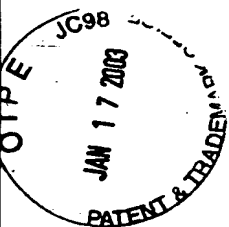
WHEN YOU ORDER DMX YOU WILL INSTANTLY BE ABLE TO ACCESS ALL THE DIFFERENT STATIONS THROUGH MENU 1. TO ENHANCE LISTENING ENJOYMENT, YOU MIGHT WANT TO CONNECT YOUR STEREO SPEAKERS TO YOUR TV SET. IF YOU LISTEN TO MUSIC IN A DIFFERENT ROOM OR IF YOU WANT TO WATCH TV IN ONE ROOM WHILE ANOTHER FAMILY MEMBER LISTENS TO DMX IN A SEPERATE ROOM, A TUNER ATTACHMENT IS AVAILABLE FROM YOUR CABLE SYSTEM. IN ANY EVENT, ORDER DMX TODAY FOR ONLY \$4.95 PER MONTH AND ENJOY COMMERCIAL-FREE DIGITAL RADIO INSTANTLY.



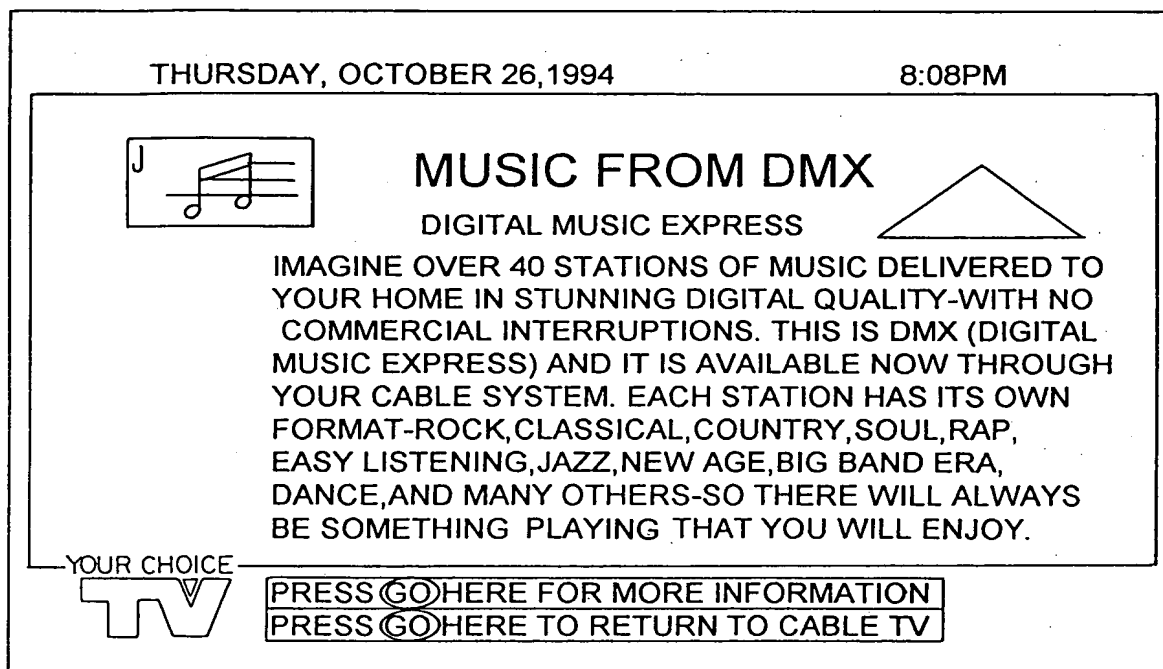
YOUR CHOICE  
**TV**

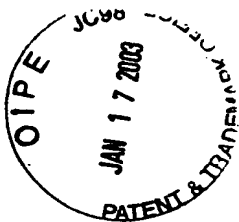
PRESS  HERE FOR A FREE DEMO OF DMX,  
DIGITAL MUSIC EXPRESS

1400



*Fig. 35c*





*Fig. 35d*

Thursday, October 26, 1994 8:09 PM

## DMX Demonstration

Here are the menu options you'll enjoy:

Press **GO** On the station you want

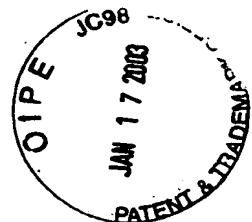
Top 5	Hard Rock	Easy Listening	New Age	Country Top 40	Rythm and Blues	Classical
Top 10	Heavy Metal	Instru-mentals	Favorite Light Rock	New Country	Blues Legends	Classical Piano
Top 40	Rock Classics	Easy List. Favorites	Beatles Only	Country Classics	Soul	Classical Strings
Rock	Rap	Jazz	Rock Legends	Bluegrass	Soul Classics	Classical Guitar
'30s	'40s	'50s	'60s	'70s	'80s	'90s
Waltz	Latin	Disco	Polka	Reggae	Dance Fever	Teen Dance

You are listening to:  
 PIANO CONCERTO by Rachmaninoff No. 3 op, 30 1909  
 More Information on Current Artist/Song **Screen ON/OFF**  
 All this for just \$4.95 per month. Less than 1/2 the cost of one CD!  
**ORDER NOW.**

YOUR CHOICE


Press **GO** Here to Order DMX

Press **GO** Here to Return to Cable TV



*Fig. 35e*

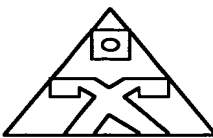
Thursday, October 26, 1994 8:09 PM



## DMX Demonstration

Here are the menu options you'll enjoy:

Press **GO** On the station you want




Top 5	Hard Rock	Easy Listening	New Age	Country Top 40	Rythm and Blues	Classical
Top 10	Heavy Metal	Instru-mentals	Favorite Light Rock	New Country	Blues Legends	Classical Piano
Top 40	Rock Classics	Easy List. Favorites	Beatles Only	Country Classics	Soul	Classical Strings
Rock	Rap	Jazz	Rock Legends	Bluegrass	Soul Classics	Classical Guitar
'30s	'40s	'50s	'60s	'70s	'80s	'90s
Waltz	Latin	Disco	Polka	Reggae	Dance Fever	Teen Dance

Seirgei Rachmaninoff was born in Onega, Russia on April 9, 1873. He was a pianist, composer and a conductor. Rachmaninoff composed the Third

**More Information on Current Artist/Song** **Screen ON/OFF**

All this for just \$4.95 per month. Less than 1/2 the cost of one CD! **ORDER NOW.**

YOUR CHOICE




Press **GO** Here to Order DMX

Press **GO** Here to Return to Cable TV



*Fig. 36a*


Thursday, October 26, 1994 8:30 PM



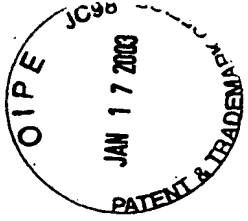
**MONTHLY ACCOUNT REVIEW**  
 Press **GO** on MENUS for Details

As of this date for: Mr. James Smith 114 Green St. San Diego, CA	<table style="width: 100%; border-collapse: collapse;"> <tr><td>MENU A</td><td style="text-align: right;">\$18.40</td></tr> <tr><td>MENU B</td><td style="text-align: right;">4.00</td></tr> <tr><td>MENU C</td><td style="text-align: right;">2.65</td></tr> <tr><td>MENU D</td><td style="text-align: right;">3.85</td></tr> <tr><td>MENU E</td><td style="text-align: right;">2.15</td></tr> <tr><td>MENU F</td><td style="text-align: right;">3.00</td></tr> <tr><td>MENU G</td><td style="text-align: right;">2.95</td></tr> <tr><td>MENU H</td><td style="text-align: right;">N/A</td></tr> <tr><td>MENU I</td><td style="text-align: right;">4.95</td></tr> <tr><td>MENU J</td><td style="text-align: right;">4.95</td></tr> <tr> <td style="text-align: right;"><b>THANK YOU FOR ORDERING</b></td> <td style="text-align: right;"><b>TOTAL: \$46.90</b></td> </tr> </table>	MENU A	\$18.40	MENU B	4.00	MENU C	2.65	MENU D	3.85	MENU E	2.15	MENU F	3.00	MENU G	2.95	MENU H	N/A	MENU I	4.95	MENU J	4.95	<b>THANK YOU FOR ORDERING</b>	<b>TOTAL: \$46.90</b>	
MENU A	\$18.40																							
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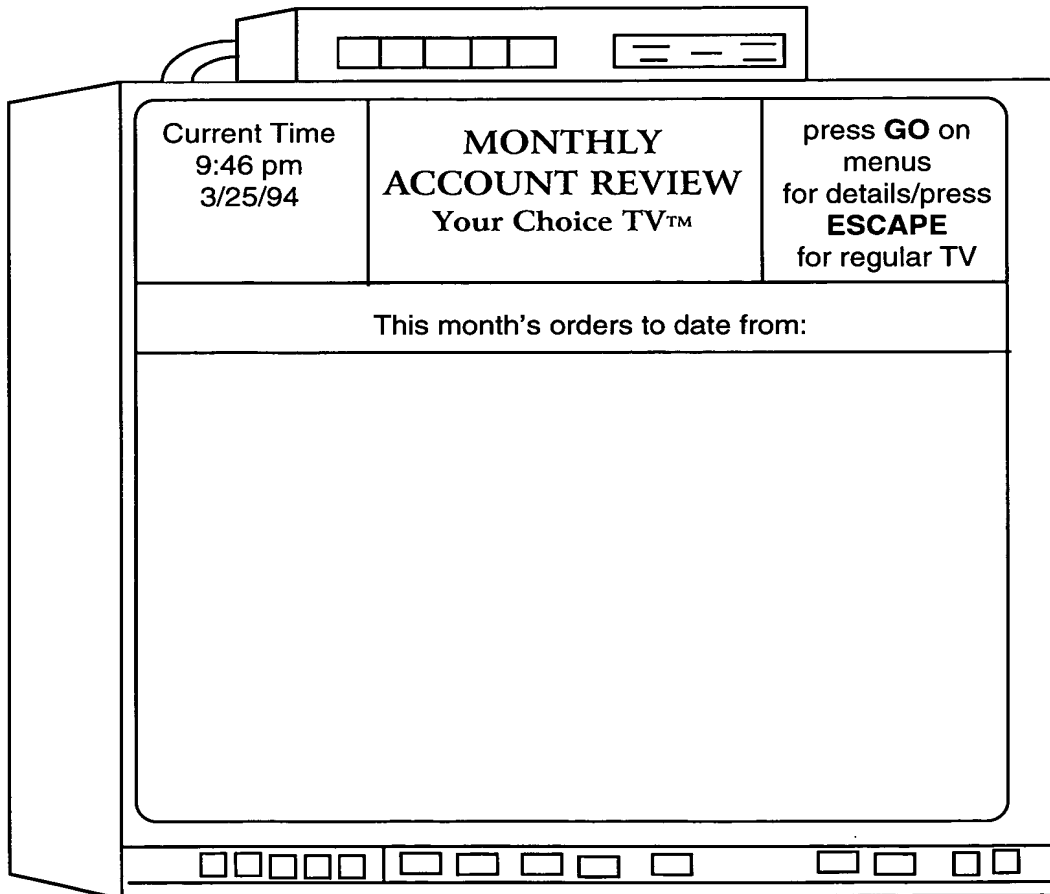
Your orders  
 over \$20.00  
 are discounted  
 20%

YOUR CHOICE  


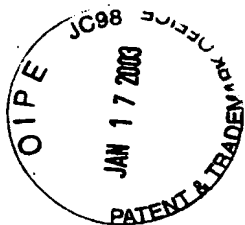
Press **GO** Here to Continue  
 Press **GO** Here to Erase Above and Repeat  
 Press **GO** Here to Return to Cable TV



*Fig. 36b*




1612



*Fig. 37a*


Thursday, October 26, 1994 8:30 PM

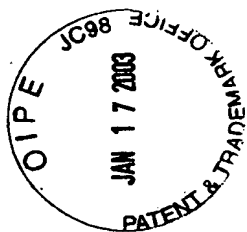
**MONTHLY ACCOUNT REVIEW**  
Menu A - Hlt Movies

10-01-94	Four Score	2.25
10-04-94	Home Alone	2.25
10-09-94	You and Me	2.25
10-13-94	Godfather 5 (premiere)	7.50
10-13-94	Detective Smith	2.25
10-26-94	<u>Terminator 4 - 20%</u>	<u>1.80</u>
TOTAL		18.30

Note: Menu A changes on 11/01/94  
YOUR 20% DISCOUNT NOW IN EFFECT

YOUR CHOICE

 Press **GO** Here for Account Review  
Press **GO** Here to Return to Cable TV



*Fig. 37b*

